



Revenue From Coupon Program

of Coupons Issued:

(# of kits purchased with coupons)

Redemption Rate*:

*(% of customers who redeem coupons) *Entry Example: 0.10 = 10%*

Average Customer Transaction:

(Per Individual Customer)

Revenue Generated by Coupon Program

(# of Redeemed Coupons X Average Transaction)

Costs From Coupon Program

Average Wholesale Cost of Coupon Incentive:

(Free dessert: Wholesale = \$2.00/Retail = \$4.95)

Total Costs of Issued Coupons

(# of Coupons Issued X 5 Cents per Coupon)

Total Costs of Coupon Redemptions

(# of Redeemed Coupons X Average Wholesale Cost)

Coupon Program Results

Net Revenue Gain/(Loss)