

Comparison of traditional direct mailing and email direct marketing

Cost	Direct marketing (mail)	eDM
Data	HKD0.5-1.0 per data	HKD0.1-0.5 per data
Blasting	HKD1.4 per mail (Discount on bulk)	HKD0.1 (by blasting )
Design	Graphic designer cost	Computer graphic designer cost
Production	Depends on the quantity and printing quality; HKD3-10 per mail	N/A
Process time	In house – added time, resources External - cost	By computer, 1-3 days.
Response rate	3-7%	0.5-1.5%
Total cost for sending 50,000 data	Around HKD250,000	HKD15,000
Effective data delivery cost	$250,000 / (50,000 \times 0.05) = \text{HKD}100$	$15,000 / (50,000 \times 0.01) = \text{HKD}30$