

Gift Card As Purchase Discount Profit Calculator

The purpose of this form is to estimate the potential results from a
 "Buy 7 cards as 1 get 1" promotion

Enter data in the columns below to view results

Scenario 1

Scenario 2

Scenario 3

Describe your promotion. For example - purchase \$100 get a \$40 Gift Card

| | | | |
|---|--|--|--|
| How much does the customer need to purchase | | | |
| Promotional Gift Card Value (each card): | | | |
| Number of gift cards issued: | | | |

Information About Your Business:

| | | | |
|-----------------|--|--|--|
| Annual Revenue: | | | |
|-----------------|--|--|--|

Predictions about your results

First Stage of Promotion:

| | | | |
|---------------------------------------|--|--|--|
| Average Ticket During Promotion Sale: | | | |
| Estimated Number of Qualifying Sales: | | | |

Redemption Stage of Promotion:

| | | | |
|-------------------------------|--|--|--|
| Percent of Sales Redeemed: | | | |
| Average Ticket When Redeemed: | | | |

Results (Includes initial sale and return sale):

| | | | |
|----------------------------------|--|--|--|
| Total Income from Promotion: | | | |
| Predicted profit from Promotion: | | | |
| Margin on Promotion | | | |