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Lenskold provides models to evaluate the expected return on investment (ROI) and profitability of marketing campaigns under consideration. The author rightly points out that the net present value (NPV) of gross margin - not revenue - is the basis for these calculations. Campaigns with an ROI lower than the cost of capital will be rejected.

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Jim Lenskold and Hugh Macfarlane Jim Lenskold is President of Lenskold Group and

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author of Marketing ROI, The Path to Campaign, Customer and Corporate Profitability (McGraw Hill, 2003). The Lenskold Group (www.lenskold.com) offers consulting services in the area of strategic marketing, marketing ROI, customer relationships, customer profitability and market analytics.

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