

Promotional Activity Evaluation

Date: [Insert Date]

From: [Your Name]

To: [Recipient's Name]

Introduction

This letter serves to evaluate the recent promotional activity held on [Insert Date] for [Product/Service Name].

Objectives

- [Objective 1]
- [Objective 2]
- [Objective 3]

Evaluation Criteria

1. Effectiveness of the promotional channels used
2. Customer engagement and feedback
3. Sales and revenue comparison before and after the event

Results

Provide a summary of the results based on the evaluation criteria above.

Conclusion

Summarize the overall effectiveness of the promotional activity and any recommendations for future events.

Thank you

Thank you for your attention to this evaluation.

Sincerely,
[Your Name]
[Your Job Title]
[Your Company]