











REPORTING AND TRACKING CHEAT SHEET

- 1  Always test only one variable. This means only the headline, image or offer. Testing more than one variable will skew results and you won't know what moved the needle.
- 2  You can split your list and conduct A/B testing with different formats. Mail postcards to half of your list and letters to the other half. Include the same content, but in two different formats.
- 3  Creativity is subjective. What might resonate with one person might fall flat with another. Test singular elements, so headline 1 vs. headline 2.
- 4  PURL stands for "Personalized URL." These can easily be created as a variation of your own address to capture direct response from the piece. Another unique tracking method is a dedicated phone line.
- 5  Codes can be numeric, alphabetical, or you can use QR codes or SMS (text messaging).
- 6  To track the profitability of the campaign include all the associated costs.
- 7  Typical response rates for a direct mail campaign range from about one percent to five percent.
- 8  A campaign without tracking is mailed in the dark.
- 9  Careful and strategic tracking and reporting provides critical knowledge, which can be used to optimize and improve direct mail in the future.
- 10  Remember, once isn't enough. Set a frequency of at least four sends. Work with a highly profiled list, write killer copy, design with laser-like accuracy, mail with confidence and always put tracking and reporting in place. Do these things, and you can mail like a master.