

3 Ways Postcards Ask Homeowners to Contact You

1 **111-222-3333**
Visit our website for the latest offers: www.movingcompany.com/offer

2 **MOVING?**
LET US DO THE HEAVY LIFTING
Visit our website for the latest offers: www.movingcompany.com/offer

3 **MOVING MADE EASY!**
We care about our clients and it shows. We're here to help you have a stress-free move.
→ Residential & Commercial
→ Local & Long Distance Moving
→ Storage & Packing Services
→ Friendly, Trained Staff
→ In business Since 1995
CALL FOR A FREE ESTIMATE
111-222-3333
unique@movingcompany.com

AGENT LOGO
FIRST
First Class
PAID
Permit 43
Lafayette, CO
MOVING COMPANY
STREET ADDRESS
ANYTOWN, STATE 00000

CHECKLIST FOR TRACKING RESPONSES BY SOURCE

POSTCARD DESIGN

PHONE

- ☐ **Use a Phone Number that Reaches the Right Staff Member Immediately**
- ☐ **Consider Using a Call Track Number** to count callers, but know that if a person visits your website first, they may use the website # and won't be counted.

WEBSITE / OFFER

- ☐ **Important Role in Response**
94% of consumers will visit your website first after receiving your postcard.
- ☐ **Use a Unique URL** to measure website traffic as a response to your campaign.
- ☐ **Consider website.com/offer**
As a short addition to URL that promises a benefit to consumer if visited. [Learn more.](#)

EMAIL

- ☐ **Use a Unique Email**
Some consumers prefer to contact you by email. Use a unique email so you can confidently know this is a response to postcard.

Pro Tip

Show phone number and website together on both sides of your postcard so that it is easy to find.

INCOMING RESPONSES

- ☐ **Provide Staff a Postcard Sample** so staff members know what people received and are referencing.
- ☐ **Train to Ask Specific Questions**
 - 1) "Where did you find our phone number today?"
 - 2) If they say website, "What brought you to our website?"
- ☐ **Avoid General Questions**
"How did you hear about us?" can result in random answers even though a postcard is in their hands.

- ☐ **Unique URL/Offer Quote Form** can be attributed automatically to postcard.
- ☐ **Collect Source on Website Forms**
Include a field for users to self report using a dropdown menu that includes "postcard". Plan on matching back all addresses since self-reporting can be inaccurate.
- ☐ **Update & Monitor Website**
Make sure your website is up, running, and current. If a homeowner can't find your website, gets an error message, or finds information is outdated, they will not contact you.

- ☐ **Assign a Staff Member** to receive and respond to emails.

Pro Tip

Always train staff on how to identify and record responses. By having a consistent method and schedule of tracking responses, your reporting will be more accurate.

RECORD & TRACK

- ☐ **Match Back in Response Tracker***
Enter data from addresses collected during phone calls into the Response Tracker to match back to your mailing lists.

- ☐ **Match Back in Response Tracker***
Enter data from online quote requests to match back addresses to mailing list.
- ☐ **Monitor Google Analytics**
To measure traffic to your unique URL page driven by postcards. [Learn more.](#)

- ☐ **Match Back in Response Tracker***
Enter address collected from email responses and match back to mailing list.

*Pro Tip

Responses by phone, website /offer, or email already identified as a response in your other tracking methods can be added to the Response Tracker, even without an address, so they are also included in your reports.

RESPONSE TRACKER USER GUIDE

Simply log into your online account at https://customers.fmadata.com/users/sign_in

Response Tracker

From the menu click on Response Tracker to record and track responses to your campaign.

- **Select the Source of the Response**

(phone, email, or website)

- **Record Identified Responses**

Check the box provided to record the response (even without an address) if the respondent self-reports the postcard or you can clearly identify the source by unique email, URL, or quote form.

- **Contact Info**

Include a name, phone number, or email in order to record the response.

- **Match Back Address**

Provide the address of appointments or booked jobs to match back to your mailing list and identify if the person received a postcard. Check all responses to avoid underreporting.

- **Save**

When you save the response, a record will be created and added to your reports.

The screenshot shows the 'Response Tracker' form for 'First Movers Advantage, LLC'. The left sidebar contains a menu with 'Response Tracker' selected. The main form area has a 'Record responses to confirm result of your direct mail campaign & generate reports' section. It includes radio buttons for 'Source of response' (Phone call, Email, Website) and a checkbox for 'Respondent mentioned receiving postcard?'. Below this is the 'Respondent Contact Data' section with fields for Full name, Phone number, and Email address. A note states: 'A full origination address is required below to confirm a postcard was sent to respondents that do not self-report the postcard (using checkbox above). Note: We will be unable to match back contact data only or partial addresses to your mailing lists.' The address section includes fields for Street address, City, State, Postal code, and Offer code. There is also a 'Response date' field with a calendar icon and a 'Notes' text area. A 'Save Response' button is at the bottom.

Campaign Summary Report

After entering responses into the Response Tracker, you will be able to pull reports. Click on the "Reports" tab, then "Campaign Summary"

- List of Recorded Responses
- Details of Each Response
- Downloadable XLS



The screenshot shows the 'Campaign Summary' report for 'First Movers Advantage, LLC'. The left sidebar has 'Reports' selected, and 'Campaign Summary Report' is highlighted. The main report area shows summary statistics: 'Responses Submitted from this period: 12', 'Responses from Campaign: 8', 'Postcards Mailed this period: 413', and 'Campaign Response Rate: 1.9%'. A note explains the response rate calculation. Below the summary is a 'Responses List' table with columns: ID, Contact Data, Address, Mail dates, Response Date, Offer Code, Matchback Status, and Actions. The table contains three rows of data.

ID	Contact Data	Address	Mail dates	Response Date	Offer Code	Matchback Status	Actions
13	Bob Simon 303-555-6667			2020-07-08		Self Reported Success	
12	555-345-6789	123 Main St Louisville CO 80027-1397	2020-07-02 (5151)	2020-07-08		Success	
11	555-123-4567			2020-07-08		Self Reported Success	