



**ENERTEX  
MARKETING**

## RESPONSE REPORTS

Learn from everything that you do!

It's crucial to track your responses in direct mail – that's the only way to chart the right course for your next mailing.

The responses to every mailing can be tracked and analyzed by the list segments that are mailed, by the zip codes that are mailed, and by the composition of the mailing: names identified as multis (appearing on two or more lists in a merge/purge) versus names identified as uniques (appearing on just one list in a merge/purge).

Attached are samples of a list response report in descending response rate sequence (from highest responding list to lowest responding list) and a multis versus uniques response report in multi sequence (from uniques mailed to 2X multis mailed, up to 9X+ multis mailed).

These reports are invaluable in planning upcoming campaigns and reporting final results in subscription or single ticket summary reports.