

## Determine which areas of your direct mail can improve with this quick and easy analysis.

		Point Value	Your Score
<b>Do you understand and utilize your success metrics or the business case for your direct mail programs?</b>			
<input type="checkbox"/>	Yes, we understand how our direct mail performs and track those metrics	20	
<input type="checkbox"/>	We have some understanding of our success metrics but don't track very well	15	
<input type="checkbox"/>	We need help understanding/developing our success metrics	5	
<b>Can your mailing list data be segmented to enhance relevance?</b>			
<input type="checkbox"/>	Yes, we already employ segmentation principles	10	
<input type="checkbox"/>	Yes, we have the data to support segmentation, but we haven't utilized it	5	
<input type="checkbox"/>	No, my data does not facilitate segmentation	0	
<b>Prospective customers in various segments typically have varying needs, issues and concerns. Have you identified the drivers associated with each segment?</b>			
<input type="checkbox"/>	Yes, we have done that and have implemented them into our direct mail	10	
<input type="checkbox"/>	Yes, we have done that but we haven't implemented them into our direct mail	5	
<input type="checkbox"/>	No, we haven't done that	0	
<b>Mailing data is typically run through the National Change of Address (NCOA) database. An outcome of this process is a list of corrected addresses and a list of bad addresses. Do you migrate this data back into your database?</b>			
<input type="checkbox"/>	Yes, we do migrate the data back into our database	10	
<input type="checkbox"/>	Yes, we do migrate the data back into our database, but not on a regular basis	2	
<input type="checkbox"/>	No, we haven't been doing that	0	
<b>Good direct mail starts with a good offer. Have you conducted A/B testing on your calls to action or offers?</b>			
<input type="checkbox"/>	Yes, we do that regularly	10	
<input type="checkbox"/>	It has been a while since we did that	5	
<input type="checkbox"/>	No, we don't do that	0	
<b>Measuring Return on Investment (ROI) is critical to assessing DM performance. How well are you able to track the results of your DM efforts?</b>			
<input type="checkbox"/>	Very well	10	
<input type="checkbox"/>	Not very well	5	
<input type="checkbox"/>	We don't track results	0	

		Point Value	Your Score
<b>What is the source of your data?</b>			
<input type="checkbox"/>	We have a recent list of profiled prospects	10	
<input type="checkbox"/>	We utilize data from our CRM or point of sale system	10	
<input type="checkbox"/>	We use a list we purchased a while ago	2	
<b>Postage is typically an expensive direct mail component. When was the last time you had a postage analysis performed?</b>			
<input type="checkbox"/>	In the last 6 months	10	
<input type="checkbox"/>	In the last 12 months	7	
<input type="checkbox"/>	More than 12 months or never	0	
<b>Direct Mail projects can be very complicated and time consuming. How would you assess your organization's ability to execute direct mail projects?</b>			
<input type="checkbox"/>	We have sufficient internal resources and expertise	10	
<input type="checkbox"/>	We have some expertise but limited band width and need to rely on outside resources	5	
<input type="checkbox"/>	Our internal resources are very limited; we need help	5	
<b>People receive lots of direct mail. It's increasingly important that creative and messaging be really strong so that pieces cut through the clutter. How confident are you that the creative on your pieces can do that?</b>			
<input type="checkbox"/>	Very confident; our creative is strong	10	
<input type="checkbox"/>	Somewhat confident; but we would benefit from a review or outside perspective	5	
<input type="checkbox"/>	Not confident; it would be helpful if someone with a strong direct marketing background provided insight	1	
<b>How did you score?</b>		<b>TOTAL</b>	
<b>More than 90 points</b> - You're a direct marketing professional! Give yourself a pat on the back!			
<b>60-89</b> - Your direct mail efforts have several positive attributes but there are a few areas where improvements would increase ROI.			
<b>40-59 points</b> - There are a few positive elements in your direct mail efforts. However, there is significant potential for improvement.			
<b>Less than 40 points</b> - There are many areas where improvements could significantly impact your results. You should seek help.			