How to Use
the Response Tracking and Analysis Chart

This chart can be used for tracking response to a single direct response campaign using direct mail, email or a wide range of advertising media.

If your campaign involves testing different elements (and it should), make additional copies of this chart and use a separate chart for each test cell.

Let me walk through the chart and try to explain my reasoning for each of the parts.

(See Page 3 for the chart – make as many copies as you need)

Part 1

This part is mostly for your internal record keeping.

If you are running several campaigns or test cells, you should assign unique Project Numbers and Project Names to each campaign or test cell.

If you have several test cells within the same campaign (for example, you may be testing 5 lists at the same time), you will want to indicate which test cell is being tracked on this chart. So if this is the second test cell, it would read Version 2 of 5.

To assist tracking, we usually assign specific Version Codes to each test cell and place them on the reply device. The code may appear on the reply form but we can also code the telephone number or a website address. Version Codes often include information such as Campaign Code, Campaign Date and Test Version (DM01-12/04-A). You can include what is important to you.

Part 2

This chart was created for Direct Mail (which can also be used for Email) and Advertising (which can be used for all media including On-line Advertising).

When testing, it is best to test just one element at a time. If all other elements are the same, then you can isolate the effectiveness of the tested element.

Under either Direct Mail or Advertising, you should indicate with a check mark what element is being tested with this chart. You may want to describe it as well.

Also be sure to write in the Mail Date or Publication Insertion Date. This will be important reference information once responses starting coming in.

Part 3

This part of the chart allows you to track response day by day. This may not seem to be all that important right now but eventually, you will see a pattern of response. You will see how long it usually takes for the first response, when your peak response occurs and when you will have received half of your responses. In time, this will allow you to effectively evaluate a campaign without waiting for the last response.

Use the first box only when the first response arrives. Then as each day passes, record the number of responses per day. If no responses are received for a particular (after the first day), record a zero for that day.

We have also provided space to indicate which method of response was used (mail, telephone, fax, web, etc.) which may provide some useful information to you.

At the end of the day, tally the total number of responses for the day and the cumulative quantity to date.

Part 4

The first step in summarizing your results is to determine your costs.

For Direct Mail, it is usually the Mail Quantity times Cost per Piece (which would include printing, mailing, postage and list rental).

For Advertising, it is usually the Number of Ads (in the same publication) times the Cost per Ad. If you are running ads in more than one publication (or media outlet), we recommend you use a separate chart for each publication.

You can decide for yourself how you want to handle the fixed costs (copy, design, coordination, consulting, etc.). If you include these fixed costs in your total cost analysis, be sure to assign those costs equally to each test cell.

Part 5

The first line of this section should be used to enter the total number of responses and the Cost per Response (using simple math).

If your responses are Orders, not Leads, this same information should also appear at the bottom (Total Orders).

If your responses are Leads, you may also want to record Qualified Responses. This represents those leads that are considered better quality leads – prospects that are more likely to buy. Very often, we will include a few qualifying questions on the reply form to determined which responses are Qualified Responses. If this strategy is not used, then qualifying prospects will need to wait until the follow-up phone call.

If you have any questions about this chart or testing strategy in general,
please contact Bob McCarthy at 508-473-8643 or bob@mccarthyandking.com.
Thank you.

Response Tracking and Analysis

PART 1

(Use a separate sheet for each version being tested)

PROJECT NO. ____________

PROJECT NAME ____________

____

VERSION ____ OF ____________

VERSION CODE ____________

NOTES ____________

____

____

____

PART 2 ~ CHOOSE ONE ONLY / DM or ADV

☐ **DIRECT MAIL**

☑ Check item(s) being tested

☐ Audience ____________

☐ List ____________

☐ Offer ____________

☐ Format ____________

☐ Creative ____________

☐ Other ____________

Mail Dates ____________

☐ **ADVERTISING**

☑ Check item(s) being tested

☐ Audience ____________

☐ Media ____________

☐ Offer ____________

☐ Ad Size ____________

☐ Creative ____________

☐ Other ____________

Insertion Dates ____________

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CAMPAIGNS
CREATIVE
CONSULTING

PART 3 ~ TRACK RESPONSE DAY BY DAY

Date	Date	Date	Date	Date	Date	Date
TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE
Mail	Mail	Mail	Mail	Mail	Mail	Mail
Tel	Tel	Tel	Tel	Tel	Tel	Tel
Fax	Fax	Fax	Fax	Fax	Fax	Fax
Web	Web	Web	Web	Web	Web	Web
Email	Email	Email	Email	Email	Email	Email
Walk-in	Walk-in	Walk-in	Walk-in	Walk-in	Walk-in	Walk-in
Total	Total	Total	Total	Total	Total	Total
Total to Date	Total to Date	Total to Date	Total to Date	Total to Date	Total to Date	Total to Date
Date	Date	Date	Date	Date	Date	Date
TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE
Mail	Mail	Mail	Mail	Mail	Mail	Mail
Tel	Tel	Tel	Tel	Tel	Tel	Tel
Fax	Fax	Fax	Fax	Fax	Fax	Fax
Web	Web	Web	Web	Web	Web	Web
Email	Email	Email	Email	Email	Email	Email
Walk-in	Walk-in	Walk-in	Walk-in	Walk-in	Walk-in	Walk-in
Total	Total	Total	Total	Total	Total	Total
Total to Date	Total to Date	Total to Date	Total to Date	Total to Date	Total to Date	Total to Date
Date	Date	Date	Date	Date	Date	Date
TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE
Mail	Mail	Mail	Mail	Mail	Mail	Mail
Tel	Tel	Tel	Tel	Tel	Tel	Tel
Fax	Fax	Fax	Fax	Fax	Fax	Fax
Web	Web	Web	Web	Web	Web	Web
Email	Email	Email	Email	Email	Email	Email
Walk-in	Walk-in	Walk-in	Walk-in	Walk-in	Walk-in	Walk-in
Total	Total	Total	Total	Total	Total	Total
Total to Date	Total to Date	Total to Date	Total to Date	Total to Date	Total to Date	Total to Date
Date	Date	Date	Date	Date	Date	Date
TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE	TODAY'S RESPONSE
Mail	Mail	Mail	Mail	Mail	Mail	Mail
Tel	Tel	Tel	Tel	Tel	Tel	Tel
Fax	Fax	Fax	Fax	Fax	Fax	Fax
Web	Web	Web	Web	Web	Web	Web
Email	Email	Email	Email	Email	Email	Email
Walk-in	Walk-in	Walk-in	Walk-in	Walk-in	Walk-in	Walk-in
Total	Total	Total	Total	Total	Total	Total
Total to Date	Total to Date	Total to Date	Total to Date	Total to Date	Total to Date	Total to Date

Summary

PART 4

COSTS: THIS VERSION ONLY

DIRECT MAIL			**ADVERTISING**		
Mail Qty			No. of Ads		
Cost per Piece	X	$	Cost per Ad	X	$
Total Costs	=	$	Total Costs	=	$

PART 5

RESPONSES: THIS VERSION ONLY

Total Responses ____________ ______%

Cost per Response *(costs ÷ resp.)* ____________

Total Qualified Responses ____________ ______%

Cost per Qualified Response *(costs ÷ qual. resp.)* ____________

Total Orders ____________ ______%

Cost per Order *(costs ÷ orders)* ____________