

Mail-drop response worksheet

Duplicate for each drop. Press Enter for note lines. Tab through fields, then save your copy.

Drop label	Mailing date (YYYY-MM-DD)	Pieces mailed
Offer and action promised on the card		
Area or list segment		
Artwork / approved proof version		
Reporting time zone	Snapshot date (YYYY-MM-DD)	
Attribution rule and agreed window		
Source records and owners		
Likely delivery dates and estimate source		
First and later review dates; window end		

Routes and mailing costs

Paste full addresses. Click a field to scroll through a long URL; the spreadsheet shows more at once.

QR route URL

Readable address URL

Destination URL

Destination / UTM label

Route or code assignment notes

Print cost (same currency throughout)

Distribution / postage cost

Other mailing cost

Reporting currency (for example, USD)

Proof and test notes

Response and interpretation

Enter 0 only when records show zero. Keep unknown values empty. Use positive amounts for refunds.

QR scans

Returns / refunds count

Short-link clicks

Unassigned QR scans

Tagged site visits

Unassigned link clicks

Calls

Unassigned visits

Forms

Unassigned calls

Bookings

Unassigned forms

Orders / paid jobs

Unassigned bookings

Redemptions

Late QR scans

Late bookings

Attributed gross revenue

Refund amount

Variable job costs

Unassigned / shared response notes

Late response notes

Review notes and print proof

Press Enter for lines in long notes. Counts can overlap; do not add them into one response total.

Conditions and interpretation notes

Next decision and source gaps

Final-card checks

- ☐ Printed at final size; checked trim, contrast and clear space
- ☐ Scanned physical proof with two phones in normal light
- ☐ Typed readable address and opened intended page
- ☐ Completed form or booking and checked confirmation
- ☐ Checked route counts and tags; excluded test activity
- ☐ Confirmed offer terms and mail-house / postal specifications

Mailed quantity is not delivered pieces, opened mail or reached households.
Compare money using gross revenue minus refunds, variable job costs and mailing costs.
That partial contribution excludes fixed overhead and staff time.
Use the spreadsheet for calculations; this PDF records inputs without calculating totals.