

# Mail-drop response worksheet

Write down the routes and response rule before mailing. Record each drop separately. Pieces mailed, likely delivery and actual exposure are different things.

OFFER AND ACTION PROMISED ON THE CARD

REPORTING TIME ZONE

SNAPSHOT DATE

ATTRIBUTION RULE AND AGREED WINDOW  
Which records can assign a booking or order to a drop? When does that window close?

SOURCE RECORDS  
Mail-house report, QR/short-link report, site analytics, phone log, form, booking or order system

## 1. Record each drop before release

| DROP LABEL | AREA OR LIST SEGMENT | ARTWORK / PROOF VERSION | MAILED DATE AND PIECES | LIKELY DELIVERY DATES AND SOURCE | QR ROUTE / READABLE ADDRESS | DESTINATION / UTM LABEL | PRINT + DISTRIBUTION COST |
|------------|----------------------|-------------------------|------------------------|----------------------------------|-----------------------------|-------------------------|---------------------------|
| A          |                      |                         |                        |                                  |                             |                         |                           |
| B          |                      |                         |                        |                                  |                             |                         |                           |

## 2. Count response within the agreed window

| MEASURE AND SOURCE                       | DROP A | DROP B | UNASSIGNED / SHARED | LATE, AFTER WINDOW |
|------------------------------------------|--------|--------|---------------------|--------------------|
| QR scans (QR report)                     |        |        |                     |                    |
| Short-link clicks (link report)          |        |        |                     |                    |
| Site visits (site analytics)             |        |        |                     |                    |
| Calls / forms (business records)         |        |        |                     |                    |
| Bookings / orders (business records)     |        |        |                     |                    |
| Returns / refunds, if relevant           |        |        |                     |                    |
| Attributed revenue / job costs, if known |        |        |                     |                    |

**Read the counts carefully.** Scans, clicks, visits, calls and forms can describe the same person. Do not add them into a total response count. Deduplicate contacts only when your records have a real shared identifier. One printed QR code used across drops cannot identify the physical batch by itself.

### Proof the final card before ordering

- ☐ Print at final size and check trim, contrast and clear space.
- ☐ Type the readable address and open the intended page.
- ☐ Check route counts and destination tags; exclude test activity.
- ☐ Have someone unfamiliar scan with two phones in normal light.
- ☐ Complete the phone form or booking and check confirmation.
- ☐ Confirm offer terms and mail-house / postal specifications.

# Worked example: two postcard drops

A fictional gutter-cleaning business mails one spring offer to two areas. It assigns bookings and paid jobs only when the booking record includes a distinct offer code for that drop. All figures below are invented to show how to fill in the worksheet.

OFFER AND ACTION

Check spring cleaning availability on a phone page

REPORTING TIME ZONE

Local business time

SNAPSHOT DATE

July 10

AGREED RULE AND WINDOW

30 calendar days, including mailing date. A: June 1–30. B: June 8–July 7. Only a distinct offer code in the booking record assigns a booking or paid job. Refunds reduce revenue.

SOURCE RECORDS

Mail-house dispatch and estimated delivery, route reports, tagged site analytics, call/form logs and paid-job ledger. Test activity removed before counting.

## 1. Mail and route record

| DROP LABEL | AREA OR LIST SEGMENT | ARTWORK / PROOF VERSION     | MAILED DATE AND PIECES | LIKELY DELIVERY DATES AND SOURCE | QR ROUTE / READABLE ADDRESS  | DESTINATION / UTM LABEL | PRINT + DISTRIBUTION COST |
|------------|----------------------|-----------------------------|------------------------|----------------------------------|------------------------------|-------------------------|---------------------------|
| A          | North list           | Spring card v1, final proof | June 1 · 1,000         | June 3–7, mail-house estimate    | Distinct A QR / A short link | Offer page / mail-a     | \$500                     |
| B          | South list           | Spring card v1, final proof | June 8 · 800           | June 10–14, mail-house estimate  | Distinct B QR / B short link | Offer page / mail-b     | \$440                     |

## 2. Response recorded during each drop's window

| MEASURE AND SOURCE                      | DROP A                   | DROP B                   | UNASSIGNED / SHARED             | LATE, AFTER WINDOW             |
|-----------------------------------------|--------------------------|--------------------------|---------------------------------|--------------------------------|
| QR scans (QR report)                    | 38                       | 25                       | 0                               | 1 for A on July 3              |
| Short-link clicks (link report)         | 12                       | 10                       | 0                               | 0                              |
| Site visits (site analytics)            | 44 tagged A              | 31 tagged B              | 6 offer-page visits without tag | 1 tagged A on July 3           |
| Calls / forms (business records)        | 9 calls / 7 forms        | 7 calls / 5 forms        | 3 calls with no drop code       | 0                              |
| Bookings / paid jobs (business records) | 5 bookings / 3 paid jobs | 4 bookings / 2 paid jobs | 1 booking with no drop code     | 1 A-coded booking on July 5    |
| Returns / refunds                       | 0                        | 0                        | Unknown for unassigned booking  | Not yet known for late booking |
| Attributed revenue / variable job costs | \$900 / \$360            | \$500 / \$200            | Not assigned                    | Not in window totals           |

**Compare money without calling revenue profit.** A's partial contribution after print, distribution and variable job costs is \$900 – \$360 – \$500 = **\$40**. B's is \$500 – \$200 – \$440 = **–\$140**. Fixed overhead, staff time and other costs are excluded. These figures do not establish total profit.

**Keep unknowns visible.** The six untagged visits, three calls and one booking may overlap, so they are not separate groups of people. A's late scan and late booking remain outside its agreed window; the records do not prove the scan caused the booking. Estimated delivery dates do not prove that any household saw the card.