

What results did you receive from your test campaign?



Marketing Campaign Type:

(i.e. Direct Mail, Advertising, etc.)

Target Market:

Placement:

(i.e. paper or what database did the direct mail go to)

Date of Placement:

Frequency:

(i.e. How many mailed, How many papers or how often)

Offer:

Did any follow-up occur:

Conversion:

(Number of letters converted or number of calls from ad and those converted)

Average Price Sale:

Number of Sales:

Number of New Customers:

Please fax this form back to your coach at **ActionCOACH** on completion of the test campaign so your coach can analyze the results with you on your next consultation ...

Name: _____

Fax Number: _____

Phone Number: _____