

Online Response Collection *guidelines*

We are pleased to assist you in your **Online Response Collection** campaigns. In order to ensure optimum campaign efficiency, we request you review this document. This brief set of guidelines is meant to serve as a reference tool. For questions regarding the guidelines, please contact your Proximity Marketing account manager.



SURVEY SPECIFICATIONS

1. All questions are to be included in a Word document or a text document.
2. Required questions are to be clearly indicated.
3. Questions are to be listed in a single column format with the answers listed below with the associated values to be inserted into the database.

Example: (required) 1. Do you wish to receive/continue to receive ANYMAG?
A Yes
B No

(required) 2. What is your primary job function?
01 President
02 Chief Financial Officer
03 Manager
04 Supervisor

4. Special instructions regarding questions or answers should be included on the questions document supplied at campaign start.



DATA

1. Data should be delivered in ASCII (comma/quote-delimited) text format with field headers.
2. Any data fulfillment requirements must be discussed/received prior to campaign setup.



OTHER CONSIDERATIONS

1. Any text or images to be included within the data collection form are to be received prior to campaign setup.
2. Proximity Marketing has standard landing pages that are used in campaigns unless client requests a custom page(s) be developed. Usage and customization of these pages is to be discussed prior to campaign start. These pages include:

- a. General Passalong page
- b. General Thank You page
- c. General Offer No Longer Available page



We do the work.
You get the results.

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