

PARTNER AWARENESS



	Creative	Smart Mail	Targeted Tele	BI	ROI
Motions	Discovery Concept Development Approvals	Compile records Distribution	Prioritization by step 2 results 3 pass minimum on all records	Determine Metrics that Matter Scorecard Development	Understand awareness to activation metrics
Metrics	A/B Testing	Clicked to Open Clicked Through	Production (125 calls per day, per rep) Reach Rate (Average 35%) Conversion Rate (Average 25%)	Smart Mail Results Tele Results Engagement per partner	Partners reached by interest
Results	Go to market ready collateral for smart mail motions	Landing Page Visits Creation of Prioritized list Basic awareness before tele discussion	Landing page visits Product awareness Activation, CTA Complete	Awareness / Use Reporting	Campaign ROI Results