✳ ENPOINTE℠

Mail Magic Enhanced (MME) Campaign Launch Guide

The following guide will assist in a successful launch of your campaign. Please complete the requested information outlined in this guide and return to your ENPOINTE Account Executive to launch your MME project.

Client Information:

Company: _____ Industry: _____

First Name: _____ Last Name: _____

Email Address: _____

ENPOINTE Account Executive: _____

Select the MME service level you will use for this campaign:

☐ **MME** *Full Featured*
AVAILABLE ADD-ONS: ☐ **PQR** ☐ **LEADMATCH**

☐ **MME** *Lite* *Full Featured Lite for Small Mailings*
AVAILABLE ADD-ONS: ☐ **INFORMED DELIVERY** ☐ **PQR** ☐ **LEADMATCH**

☐ **DIGITAL** *Only* *Full Featured Lite for Non-Mailing*
AVAILABLE ADD-ON: ☐ **LEADMATCH**

☐ **Post Mail Maintenance*** *Optional continuation of any campaign service above*
AVAILABLE ADD-ON: ☐ **LEADMATCH**

Project Information:

Project Name:_____

Campaign Start Date (Mail Date): _____

Total Mail Pieces: _____

Privacy Restricted Campaign: ☐ YES ☐ NO

EDDM Mailing: ☐ YES ☐ NO

Do you want this campaign in Post Mail Maintenance: ☐ YES ☐ NO

Cancellation Date: _____ *

* Campaign runs for 30 days and automatically starts maintenance on the 31st day
 unless you provide a cancellation date.

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Social Match Information:

Client Facebook Page URL: _____

Client Website URL (Home Page): _____

Destination URL (Prospects land here when clicking on ads): _____

LEADMatch Tracking (Root domain of website): _____

Site-wide Tracking: ☐ YES ☐ NO

We will provide a GTM code that encapsulates your Google, Social Media & LEADMatch Code.

Provide the name of your website guru, we will send them the GTM code for placement on your website:

Name: _____ Email: _____

LEADMatch Tracking (Root domain of website): _____

☐ Purchase LEADMatch leads at a later date (before campaign ends)

Informed Delivery:

☐ ENPOINTE will create the Ride-Along and Representative Ad for Informed Delivery

☐ Client will create the Ride-Along and Representative Ad for Informed Delivery

Informed Delivery Campaign Details:

Brand Display Name _____

Campaign Title _____

Campaign Code _____

Representative Image Title _____

Ride-Along Image Title _____

Target URL _____

Informed Delivery Campaign runs for 30 days from mail date.

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QR / PQR Generating and Tracking:

☐ Static QR code (a single QR code will be created for all pieces)

☐ PQR codes (a unique QR code will be created for each target/address you mail to)

Call Tracking:

Choose one: ☐ TOLL FREE — select one of the following numbers: ☐ 888 ☐ 877 ☐ 866 ☐ 855
☐ LOCAL AREA CODE

Area Code: _____ Transfer to Phone #: _____

Additional Call Tracking #'s:

Area Code: _____ Transfer to Phone #: _____

Area Code: _____ Transfer to Phone #: _____

Area Code: _____ Transfer to Phone #: _____

Text Tracking:

The following words CANNOT be used in the OFFER box in any way or form.
STOP, STOPALL, UNSUBSCRIBE, CANCEL, END, QUIT, START, YES, UNSTOP, HELP, INFO
The words cannot be used in any combo, example: MoreInfo

Unique SMS Coupon or Code: _____

SMS Response Message: _____

Google Ads:

☐ ENPOINTE will design Google ads (a creative estimate will be sent to you)

☐ Client will design their own Google ads (specifications will be emailed from ENPOINTE)

Social Ads:

☐ ENPOINTE will design Facebook ad (a creative estimate will be sent to you)

☐ Client will design their own Facebook ad (specifications will be emailed from ENPOINTE)

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