CAMPAIGN OUTCOME

Mr Flyer

01484 598555 | info@mrflyer.co.uk | www.mrflyer.co.uk

Why track your campaign?

A leaflet campaign does not end when the distribution is complete. Tracking helps you understand what happened afterwards, identify useful patterns and make better decisions about your next campaign. You do not need to predict your return before you start. Start by collecting the evidence.

1. Campaign snapshot

Complete this page before distribution so you have a clear record of what you are measuring.

Campaign details

Campaign Name		Campaign dates	
Target Audience		Target area	
Quantity		Dist. method	
Main offer		Primary CTA	

What does success look like?

What action matters most for this campaign?

Baseline

If you already have relevant figures from before the campaign, record them here. This gives you something to compare against later.

Measure	Before campaign	After campaign
Enquiries		
Calls		
Website visits		
Sales / bookings		

2. Choose your tracking methods

You do not need to use every method. Choose the methods that fit your campaign and make it possible to identify responses generated by the activity.

- ☐ Unique QR code
- ☐ Dedicated landing page
- ☐ Unique URL
- ☐ Offer or promotional code
- ☐ Dedicated telephone number
- ☐ Ask customers: “How did you hear about us?”
- ☐ Record customer postcode
- ☐ Record campaign start and end dates
- ☐ Other:_____

Our tracking setup

Method	What will we use?	Where will we record it?
QR code		
Landing page / URL		
Offer code		
Telephone		
Customer question		
Other		

TRACKING TIP

Make the tracking method easy for the customer. If it creates unnecessary friction, you may collect less useful data.

3. Weekly campaign tracker

Record your results consistently. If your campaign runs longer than four weeks, photocopy or duplicate this page.

Week	Enquiries	Calls	Website	Codes	Sales
Week 1					
Week 2					
Week 3					
Week 4					

Our tracking setup

Week	What happened?	Anything unusual?
Week 1		
Week 2		
Week 3		
Week 4		

4. Track the quality of responses

Numbers tell you what happened. Customer information can help you understand why.

Date	Area / postcode	How did they hear?	Enquiry / sale?

What are customers asking?

Common questions, objections, requests or comments

Response quality notes

- ☐ Most enquiries appeared relevant
- ☐ We received enquiries outside our target audience
- ☐ Customers mentioned the offer
- ☐ Customers mentioned the leaflet
- ☐ Customers used the tracking method
- ☐ We identified useful postcode / area patterns

5. Where and what worked?

If you have enough information, look for patterns by area, offer, message or distribution period. You are looking for useful evidence, not perfect certainty.

Area review

Area	Enquiries	Sales	What did we notice?

Offer / message review

Element	What did we use?	Response / learning
Headline		
Offer		
Image / creative		
CTA		

If you are comparing areas, remember that different audiences, offers, timings and local conditions can affect the result. Use the information as a guide for future testing rather than assuming one result will always repeat.

6. What did we learn?

This is the page to complete once you have enough campaign information to review the activity properly.

Best-performing area
Best-performing offer
Most common response
What should we change next time?

DON'T JUST ASK: “DID IT WORK?” ASK: “WHAT DID WE LEARN?”

7. Turn learning into action

The value of tracking comes from using what you learn. Use this page to decide what happens next.

Keep	Change

Area review

What will we test?
Which area will we prioritise?
What will we change?
What will we track?
When will we review?

Mr Flyer's approach

Good campaign measurement can go beyond counting responses.
Where appropriate, campaign data can be connected back to distribution areas and compared with control or holdout areas to help understand the difference the campaign may have made.

8. Tracking quick reference

Before the campaign

- [ ] Define the primary campaign objective
- [ ] Choose the key response you want to measure
- [ ] Set up the tracking method
- [ ] Record the campaign dates
- [ ] Record the target areas
- [ ] Record the quantity distributed

During the campaign

- [ ] Record enquiries
- [ ] Record calls
- [ ] Record website visits where relevant
- [ ] Record QR scans / codes used
- [ ] Record sales or bookings where available
- [ ] Capture useful customer comments

After the campaign

- [ ] Review results by week
- [ ] Review results by area where possible
- [ ] Review the offer and message
- [ ] Identify useful patterns
- [ ] Record what you would change
- [ ] Plan the next test or campaign

WANT HELP MEASURING YOUR NEXT LEAFLET CAMPAIGN?

Mr Flyer can help you plan the audience, distribution, creative, print and tracking approach before your campaign starts, so you have a clearer picture of what happened afterwards.

Mr Flyer

01484 598555 | info@mrflyer.co.uk | www.mrflyer.co.uk