




From: Trib PURL demo
Reply-To: john.sample@tribune.com
Date: Friday, January 9, 2009 2:22 PM
To: john.sample@tribune.com
Subject: Tribune Direct PURL demo lead

Attachments: picembeded0.jpg, respondent_client378campaign44userID112.xls, lead_client378campaign44_112.rtf

 picembeded0.jpg	5.2 K
 respondent_client378campaign44userID112.xls	0.5 K
 lead_client378campaign44_112.rtf	15 K

Open

Save

Remove



The following lead has been generated on trbpromo.com:

John Sample
Main Street

Chicago, IL 60164

johnsample@ABC.com
888-888-8888

Survey data

1. *What is your current knowledge level of personalized URLs?*
Some

2. *When do you plan to execute your next campaign?*
Within the next 30 days

3. *What type of campaign would you be interested in to give your next campaign response rates a boost? (Check all that apply)*
Direct Mail with personalized URLs

4. *Would you like a Tribune Direct representative to contact you?*
Yes, right away

5. *How would you prefer to be contacted?*
Phone