



Mail LEAD CREDIT GUIDELINES

The information below outlines SFG's approved reasons to issue credit for leads in its CPL programs.

Deceased

- Mail card returned indicates mail recipient is deceased

Moved

- Mail card returned indicates that the intended recipient no longer resides at the address

Duplicate Within Same Mail Drop (Project)

- More than one lead card returned per household per mail drop
- Please check/match the mail project number before submitting as a duplicate
- Duplicates occurring in mailings 60 or more days apart are not eligible for credit

Age Demographic:

- Mail card indicates a recipient age over/under client's approved age demographic for that mailing

P.O. Box without Contact Information

- Mail card mailed to a PO box and returned without written contact information
- If physical address OR phone number OR email address is provided, the lead is valid and billable

Do Not Contact

- Mail card indicates recipient does not wish to be contacted by any means
- Mail card with clearly fictitious contact information provided

Blank Card

- Card is returned completely blank

Client may submit credit request for bad leads within 30 days of lead delivery. Requests must be submitted by the client through the Lead Management System (LMS)*. Refer to Bad Lead Credit Request Process.pdf for step-by-step directions. Management will review requests and notify clients of approved lead credits. If the request for a credit is denied, SFG will provide reasoning. Guidelines may be revised at any time.

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