

Revenue / Sales Source Key Master List

To optimize your advertising & promotion investment, you should assign each marketing vehicle a unique code number and track the source of every sale.

Put these source keys in your ads or on your promotional pieces in an obvious place where telemarketers can easily refer to it over the phone.

("Please read me the Dept. # above the address label..." or "Find your Catalog Code located in the bottom right corner...").

Use this spreadsheet to assign sales source key numbers for your marketing vehicles; track your promotional efforts; and keep sales staff aware of special offers.

Enter your data in the unprotected blue cells.

Sales Source Key Master List		10/14/16						
Source Key	Medium / Title	Issue / Mail List	Mail Drop Date	Headline	Demographic Test Item	Special Offer in this Promotion or Article	Shipping	Comments
1000	Advertising							
1001	Town Crier	Jan-17				[x] for \$59		
1002	American Airlines							
2000	Alliances / Associations							
2017	ADP	Jan-17						
2018	ILG							
2019								
3000	Editorial (all media)							
4001	Wall Street Journal	Jan-17						
4002	Flying							
4003								
4000	Direct Mail							
3001	Upgrade promotion	Jan-17						
3002	Newsletter							
3003	Dog Owners within 100 miles							
3004	Product [x] Postcard				Business address	Buy 2, Take off \$25	2nd Day Air: \$7	Total: 25,000 mailing prices
5000	Trade Shows							
5001	Interbike/Anaheim	Jan-17						
5002	MacWorld/Boston							
6000	Special Promotions							
6001	In box coupon	Jan-17						
6002								
6003								
7000	Internet / Affiliates							
7001	JIAN Website Referral Directory	Jan-17						www.JIAN.com
7002	Yahoo! Banner							
8000	Directories							
5001	National Industry Database	Jan-17						
5002	Pac Bell Yellow Pages							
9000	Miscellaneous							
9001								
9002								
9999	"Unknown" Source							