



Adjustable chases — the measured yield

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The number of chases is yours.**
Only one thing does not depend on you.

The current setting, and what each chase returns

Chase	Timing	Observed yield	Effect on opt-out requests
First	Day 7	Baseline	—
Second	Day 21	About a third of the first	Stable
Third	—	Nothing measurable	Doubled

What the chase contains: **a restatement of what the person asked for**, in their words.

The bound that does not open

Situation	Basis	Reach
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The person has expressed a refusal	GDPR art. 21 — absolute right in direct marketing	No setting works around it
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What matters more than chasing

Finding over the quarter	Value
Appointments placed	61
No-shows	22, or 36 %
Attributable to the agent	14

Cause of the 14	Correction applied
Set too far away	Previous appointment's location now checked
Set outside hours	No more placement outside your hours
Without the prospect's confirmation	Explicit confirmation now required

That is not a chasing problem: it is a placing problem.

For the company to settle

Number of chases: _____

Spacing: _____ days

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