Adjustable chases — the measured yield

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Fictional document

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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

The person has expressed a refusal	**GDPR art. 21 — absolute right in direct marketing**	**No setting works around it**

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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