**DATA BRIEF – AD HOC CAMPAIGNS**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CONTACT DETAILS  |  |  | | --- | --- | | Client Name: |  | | Data Person Name: |  | | Date of brief: |  | | Data to be completed by: |  | |

## DATA BACKGROUND:

*Please give a brief overview of who you want to receive your mailing*

## DATA ASSETS / LOCATION / COUNTS:

*Please reference the name and location of assets (i.e. FTP / email attachment), and the number of records in the data supplied*

## DATA SELECTION:

*Please outline who you want to send the mailing to in the provided assets; and how we identify them in the data,*

*E.G. everyone with a valid email address in the file / everyone with a M22POST\_E or M23POST\_E treatment code*

## PERSONALIZATIOn:

*Please tell us any fields that will be needed for personalization, and will therefore need data cleansing, E.G. firstname / lastname / title*

## DYNAMIC CONTENT:

*Please describe if there is any dynamic content in the mailing, and if so, which columns and values will drive this dynamic content*

## TESTING:

*Please describe any tests that you want to run.that might affect the data and need extra splits E.G. time of day test*

## POST DEPLOYMENT:

*Please describe any data you want post deployment*

*e.g. Received data, sent data, delivered, snapshot reports etc*

## OutPUT from Data Team: (to be completed by data team):

*Summarise work carried out by data team below (summarise each step so everyone is clear how the work was completed)*