



If you don't have a precise answer for some of the questions below, or they require some time to research, don't worry about completing that part now. There's not any answer you'll give to us on these questions that would disqualify you from working with us.

- Website:
- Current Landing Page(s) for Inbound Traffic:
- Do you use a call center? Inbound? Outbound?
 Volume Inbound? Volume Outbound?
- What shopping cart do you use?
- What upsell or continuity platforms do you use?
- What are your current marketing channels?
- Do you buy any lists for direct mail or digital marketing, and if so, what are the criteria for those lists?
- What is the budget for each marketing channel?
- Which media/platforms have worked best for you?
- What channels have you tried before and stopped using? Which channels would you most like to make successful?
- What is a target ROAS for you, short term, and long term?
- Do you have server-side tracking in place?
- Do you currently use Google Analytics?
- What do you use for a CRM?
- What do you use for Email Deployment?
- Do you have affiliates? About how many?

Appreciate your interest and look forward to hearing from you.

Thanks...Ben

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