

CAPTURE COST FORCE CHECKLIST

Minimizing perceived cost for the Email Capture

AMOUNT OF REQUIRED INFO

- Are there unnecessary form fields?
- Which fields will yield greater list quality?
- Can the capture process be split into multiple steps?
- Is it possible to create a page with optional form fields to increase list quality?
- Are there any fields that can be collected progressively or through an automation service?

NATURE OF REQUIRED INFO

- Are fields clustered to reduce perceived page length?
- Are there any fields that are unclear to the customer?
- Which fields are more likely to cause hesitation or anxiety?
- Do any fields require special justification?

