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?