# Data Feedback Loop

Strengthen the ROI and receive custom analysis for your company by creating a **Data Feedback Loop** with your Modernize Partner Manager. When you share performance data, Modernize leverages it across all of our marketing channels to deliver qualified prospects to meet and exceed your goals.

Data Collection

Analysis

DFL

Lead Fil tering

Media Plan
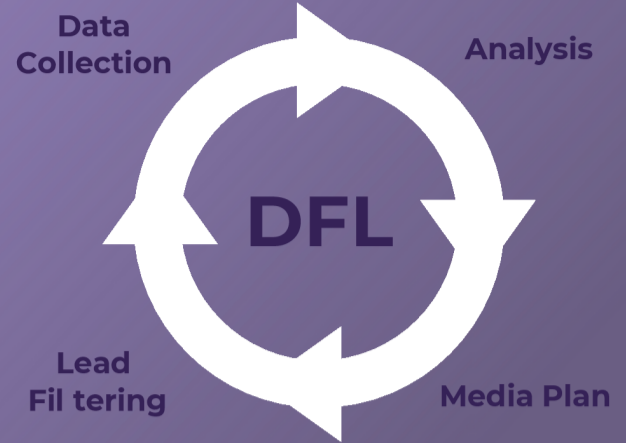
Import Your Data

Set up an automated email from your lead management platform to **reporting@modernize.com** with the client data file attached. Please include the program name provided by your Modernize Partner Manager in the email subject line.
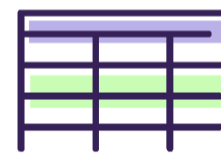
Other import methods include:

•Pulling files from your FTP/SFTP

•Automated or manual file drop to Modernize's FTP/SFTP

•Amazon S3

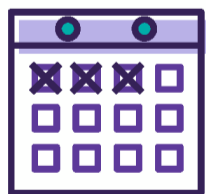**+**more options available if needed

Required Fields to Include

•Modernize Lead ID
•Client Unique ID
•Lead Created Date

•Appointment Date
•Net Sale Date
•Cancel Reason

Suggested Fields to Include

•Job Won
•Job Value
•Job Won Date

•Disposition Status
•Gross Sale Date
• Market

Download sample data file here ›

Frequency

Recommended **weekly**, with data that at least covers the past six months

XLSX

File Formats and Naming

.csv files are preferred, other formats like .xlsx, .xls are accepted
File naming convention:
'companyname_modernize_date'

If you have any questions regarding the process of exporting or sending your DFL data, be sure to reach out to your dedicated Modernize Partner Manager