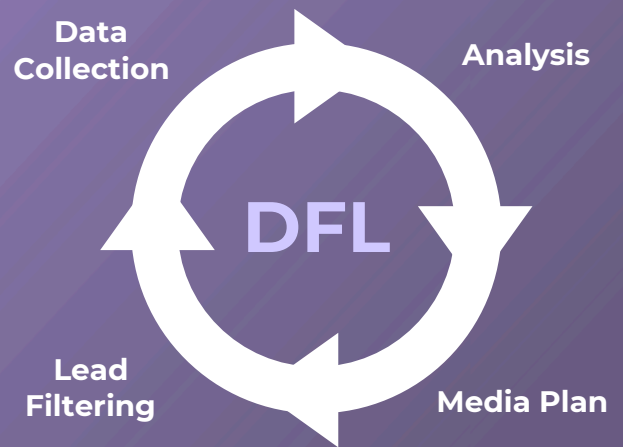


## Data Feedback Loop

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.

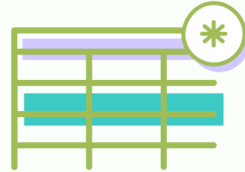


## Import Your Data

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.

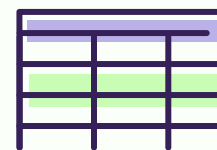
### Other import methods include:

- 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

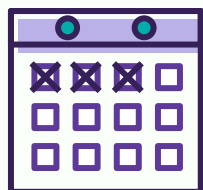
- Modernize Lead ID
- Client Unique ID
- Lead Created Date
- Appointment Date
- Net Sale Date
- Cancel Reason



### 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



### 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