

**Q: How do I get to the EventWATCH?**

A: Every Catapult user has access to the EventWATCH functionality. Once you've logged into your Catapult account, just click on "Tools" in the black toolbar and select "Watches". The EventWATCH is the last watch on the list. Keep in mind that even though all users have access to EventWATCH, only Administrative users have the ability to upload or create lists in Catapult that can be used in conjunction with the Watch.

**Q: Could you talk a little more about EDA's 3-dimensional mailers?**

A: We contribute success in our direct mail campaigns to several different factors. We have launched several different direct mail campaigns with 3-dimensional mail pieces. Rather than sending out just another piece of flat mail, recipients are sure to notice EDA's mailer if it's in the shape of an iPod or a Monopoly box. We've also seen more success if we offer a personal gift with the mail piece. Rather than offering a free subscription or free data, we have a higher response rate if we offer something like an iPod, where the recipient has a tangible takeaway.

**Q: How do I assign custom values to my List?**

A: If you would like to use custom values in the List Match process, then you'll need to include those values in the list you upload to Catapult. Once you have uploaded your list, you will be prompted to map your source file's columns to EDA's fields to ensure a successful match. During the mapping process, you will have the ability to assign two custom values to EDA's List Match UDF1 and UDF2 fields. Most commonly, we see people assign sales rep names, dealer names, or customer numbers in these fields.

**Q: Where will my custom values display?**

A: The User Defined Fields included in your List Match will be displayed in several places, including your Query and Watch results. In the raw Query Results spreadsheet, List Match UDF1 and UDF2 will be displayed in columns 53 and 54. You will see your List Match UDF values when you use Google Maps or Google Earth. When you click on a placemark that represents a buyer, the popup window will include both of your List Match UDF values, so you can see directly from your map whether it's a customer of yours and who the sales rep or dealer may be. Your List Match UDF values will also be displayed in your Catapult Analytics reports so that you can easily see which buyers are associated with a particular sales rep or dealer, or which proven buyers do not have one of your customer numbers assigned.

**Q: Can I set permissions for my users to determine who can/cannot utilize my uploaded lists?**

A: If you are an administrator, once you upload a list, it will be available for all users in your organization who have Catapult access. The standard users will not be able to access the list itself, but they will be able to utilize the List Match UDF values in their Analytics and Mapping tools, as well as create an EventWATCH to monitor financing activity based on the available list.

**Q: Can I use List Match/EventWATCH for purposes outside of marketing?**

A: Absolutely! List Match and EventWATCH are versatile tools that can not only assist you with marketing endeavors, but can also help you identify proven buyers who are not current customers of yours, calculate ROI for sales initiatives, and monitor the effectiveness of your organization, whether at the dealer level or by individual sales rep. For more detailed information on how to utilize List Match and EventWATCH, you can register for our weekly training session at [support.edadata.com](http://support.edadata.com).