

The
How, What and Why
Of
List Rental



Mailing Lists

- What to expect
- Working with brokers and managers
- Negotiating usage and rates
- Ins and outs of email lists
- Overlays and appending services
- Using co-op databases
- Q & A

What to Expect

➤ The world of list rental is constantly changing

- New techniques
- Greater negotiations
- Response rates are being impacted
- Additional players involved
- A new level of success is being defined
- Everyone and everything is being challenged
- Lack of new lists to the market

Working with Brokers and Managers

- They are an integral part of a successful marketing team
- Primary function is mailing lists
- List broker (list specialist)
 - Intermediary in a channel of list distribution
 - ✓ postal, email, telemarketing
 - ✓ response / compiled
 - List brokers bring buyers and sellers together
 - Increase your efficiency by minimizing transaction effect
 - Very valuable marketing team manager

Working with Brokers and Managers

➤ List manager

- Responsible for a list's use by others
- Utilizes many marketing elements
- Handles list promotion, rental, clearance, record keeping, invoicing, collecting payment to list owners
- Increase your revenue by specializing in this capacity
- Prospects for new test mailers, and also develops exchange opportunities
- Also a very valuable marketing team member

Negotiating Usage and Rates

- Today, more than ever
 - Effective negotiating is important
- List Brokerage
 - Net name arrangements
 - Increased targeting
 - Selection rates also negotiated
 - Working with all vendors
 - Volume discounts
 - Multi channel buys
- List Management
 - Maximize your revenue
 - Develop reciprocal pricing arrangements
 - All of the above

Ins and Outs of Email Lists

- Still basically a frontier town, however...
 - Market forces have driven the maturation of e-marketing
 - Rates for lists are now more consistent with response levels
 - Response has come back to earth ... perhaps this is our new benchmark
 - Smart marketers will benefit from taking advantage of multi channel opportunities
 - Highly regulated, with extra processes compared to postal rentals

Overlays and Appending Services

- When should you utilize an overlay or an append
 - Help to make names more responsive
 - Maximize list rental opportunities
 - Email names can be appended
 - Learn more about your current customer's profile

Using Co-op Databases

➤ Technology has created many new opportunities

- Create additional acquisition prospects
- Modeling
- Identify new list rental revenue streams
 - public
 - private
- Important for list owners to understand, and track movement from rentals to databases

How, What and Why of List Rental

- All we've discussed address ... let the list experts help you reach your goals
 - Reduce the cost of new customer acquisition
 - Improve retention rates
 - Increase list rental revenue
 - Develop stronger partnerships with your broker / manager
 - Q & A
 - Thank you

