

Databases Made Easy

Successful direct mail requires several components working at their best to give you the highest ROMI, return on marketing investment. One of those components is the database list you are using.

We are going to give you a brief description and price comparison of the more popular types of databases. Keep in mind the best list by far is the list that you build in dealing with your customers everyday. Collect as much information that you can on your customer, besides names and address. Get e-mails, phone numbers, ask them the questions that will help you provide a higher value to future purchases.

EDDM

List and processing, less than 20¢ each + postage.

Every Door Direct Mail is not a new product for the postal service, but they are marketing it as new. It uses a simplified address meaning that there is no address printed on the mailing. That saves you money on buying or maintaining a list. So how does it get to homes? Each postal carrier has a daily route and these routes run from 250 to 800 individual homes. Each route that is selected gets one mailer for each household. For example Bob has route C005 with 565 stops. We bundle your mailer so he gets

565 pieces and the next day Bob drops one at each house on his route.

EDDM processing and postage is relatively low compared to some other choices, but it does have its drawbacks.

If some of the people that are on the route will never be a customer then you may want to choose a different list. For example, if you sell pool supplies then everyone on Bob's route that doesn't have a pool or spa will never need your product or service. On the other hand if

you are a dentist, everyone is a prospective client. We all have teeth and we all like sweets, so all of Bob's delivery stops could use a dentist at some time.

Don't forget that EDDM requires a flat size for mailing. It has a minimum sizes of 6.125" tall and 10.5" long.

There is no exact percentage that equates value of EDDM. We go with about 70%. **If 7 in 10 stops could be your customer EDDM should be considered.**

Occupant or Occupant Name

List and processing, as low as 22¢ each + postage.

This is a purchased list but it is very affordable, it runs about \$8 per 1,000 records and \$13 if you want the first and last names. This does give you a chance to select a few demographics about the people you are mailing your marketing to. The cost is about 1/2 cent each and you can choose income range, age, home value, owner/renter, etc. This does require printing the address on each mailing piece.

The advantage is: you mail with a list more reflective of the type of customer you want. **The disadvantage is** the postage and processing charges are higher.

For example, if you were promoting "bingo night" you would have a higher return with older people.

With high density, prices for the list, postage and processing keeps it at 22¢

each. This does not include printing and must contain 75% of the total stops on each route.

Lower density prices for the list, postage and processing run about 35¢ each. This does not include printing and the range is based on how many deliver within a zip code.

Demographic Target List

List and processing, as low as 36¢ each + postage.

There are about 3,000 demographic characteristics kept on each one of us. For example ethnicity, marital status, dog lover, home equity, children living at home. They even know if your mom and dad live with you. All this data is compiled from every purchase that you make, every warranty card you fill out, every public record, city, county, state or federal. They know a lot of stuff about all of us. But when you are marketing your business or organization this data is helpful in narrowing down your list to the best prospects. They

don't have HIPPA medical information or credit card numbers, but they know if you are a pizza lover.

There are only a handful of true compilers, all of us that provide data lists are buying from them. If you find a list for cheap, it will be old and you will mailing to individuals that have moved, in prison or dead. Don't bother—cheap doesn't equate with value since the list is a small part of the expense.

These true data compiler lists can be more expensive but they are

often on target with who you want. The down side is the cost of the list. Some of these specialty demographics can be expensive and when you purchase the list you can use it one time, or you have to pay more for additional mailings.

Prices for the list, postage and processing starts at around 36¢ each with a more complex list going for 50¢ each and higher. This price does not include printing.

Data Mirroring List

List, postage and processing start at 41¢ each + mirroring.

This is hot stuff when it comes to buying and building your database in the future. **It is simple in concept but a bit harder to do.** This is definitely “do not attempt without proper supervision”. If you have a database of your own customers or sign-ups that you know, “these people on the list, I want more

people just like them”—that is a mirroring list. We take your list, run it through the compiler's data and build you a list of new prospects that looks like your own list.

This works especially well for non-profits. It is more than looking for big money. Each cause has its advocates

and matching those donor profiles with new potential donors can build your list and your contributions.

These prices have two parts. The mirroring will cost around \$300 to process your list. Then based on the mirror you will be paying about 41¢ per name for single use.

Specialized List

\$1.00 per name and address for single use.

Almost every association or group will sell their list if the price is right. If you want this list you need to be prepared to pay big bucks. We had one client that needed home addresses for a certain type of doctors in the 11 western states. We found it. There are just some things you can't find within

the data compiler industry and you need to go outside the normal channels, but it can be done. You can find out the counts and location areas where the mailing will deliver, but you don't get the list to see exactly what you are mailing to make sure it fits their ethical and financial interest. Typically, they require us

to provide a usury bond to make sure we destroy the list after it is used. You won't get the list, but they will allow API-Marketing to mail it on your behalf.

These lists can be up to \$1.00 per name and address. That doesn't include postage, printing and processing.

*There are many ways to build your database.
Together we need to find the best value for your business.*