



## **What to expect when you start your direct marketing campaign:**

Thank you for your order! Our list suppliers have been in the database marketing business for the last 75 years and we thought we would share a few of their tips that they've picked up along the way to help make your direct marketing campaign a success.

### **A little about lists...**

Business and consumer information is updated continuously from new directories and other sources. It's hands down the best information available anywhere, but it is not perfect. You will still find a small percentage of errors and "out of business" names or consumers that have moved and changed addresses. This is normal and cannot be avoided. An imperfect list should be expected.

If you find a list provider that claims to have a 100% deliverable database, we suggest you run the other way. In an average year over 2 million "new businesses" are started in the USA and 1.8 million businesses go out of business. As well, the turn-over in contact names is just as turbulent. With that much churn in our economy, there is no way to guarantee a 100% deliverable database.

### **What is a normal return rate on a business list?**

Having 5-10% undeliverable names or 5-15% disconnected numbers is not uncommon, especially in industries with high levels of turnover.

### **What is a normal return rate on a consumer list?**

It is not uncommon to have 10-12% undeliverable names or disconnected numbers, especially in the consumer market. Consumers move on a regular basis. In fact, over 8 million people in the U.S. move to a new residence every year.

### **Will I see results by marketing to these prospects immediately?**

The answer to this really depends on a lot of factors. How effective was your mail piece or telemarketing script? How targeted was your list? Did you go after the right audience? How fresh or current was your list? How good was your offer? Was the timing right?

### **How many times should I market to these prospects?**

Most successful direct marketers have found that they need to make their sales pitch to a new prospect 5 or 6 times before they start to see real results. As consumers, we are getting flooded with information from all sides. If we only read or hear about a new product or service one time, the likelihood that we will remember and act upon it is very low.

### **How do I determine if my campaign was a success?**

There is a Direct Marketing myth that says that you should get at least a 2% response or the mailing was bad. The fact is, response rate alone does not tell you whether a mailing list was successful. What matters is, did you make money? You need to look at the return on your investment in the mailing.