



DIRECT MAIL EXPECTATIONS

Frequently Asked Questions on Factors that Contribute to
the Creation and Success of a Direct Mail Campaign

A portrait of a woman with dark hair pulled back, smiling gently. She is wearing a dark blue sleeveless top with white polka dots. The background is a soft-focus indoor setting with warm tones. A semi-transparent dark overlay covers the bottom half of the image, where a quote is presented in a dashed orange box.

““””

I want to provide my clients with
insightful consultation when they ask
questions about direct mail.



Direct Mail Expectations

The power of knowledge share is a cornerstone of AccuData Integrated Marketing's commitment to customer service.

As a reseller of direct marketing products and services, you may find yourself faced with data and campaign-related questions that fall outside of your day-to-day scope. To assist you in providing your clients with prompt and thoughtful responses, we have compiled the most frequently asked direct mail questions received by AccuData into one comprehensive resource.

We hope that you will find the material within to prove educational and impactful in your daily client communications.

What are the key benefits of direct marketing?

Direct marketing offers numerous benefits including the ability to create personalized communications delivered directly to current and prospective customers. Here are some of the key attributes of direct marketing that you can share with your clients:

Adaptable - Direct marketing can work for all types of businesses, products, and services

Convenient - News of your products and services is delivered directly into the hands of the consumer

Targeted - Messages can be directed to a specific audience or geographic market

Personalized - Use images and messaging that appeal directly to the intended recipient

Actionable - Expiration/purchase-by dates create a sense of urgency for the consumer to respond quickly

Measurable - All aspects of a direct marketing campaign can be measured and tracked

Testable - Campaign variables can be tested to determine which performs the best



In a study performed by Temple University's Center for Neural Decision Making, physical ads were found to hold the subject's attention longer, elicit a greater emotional reaction, and play a more direct role in ultimate purchase decisions than digital ads.

What is the 40/40/20 rule?

The 40/40/20 rule was developed by famed direct marketer, Ed Mayer, as a way to illustrate the formula behind a successful direct marketing campaign: 40% of the results depend on using the right mailing list, 40% on who the mailer is and what he has to offer, and 20% depends on everything else (messaging, design, printing, etc.). Though developed decades ago, the 40/40/20 rule largely stands true today and can be used to help guide your clients' decisions regarding the most critical aspects of their campaign.





How are direct marketing lists compiled?

Direct marketing lists are compiled from numerous sources that are most commonly linked to public record data or consumer/business activities. Some of the most common sources include:

Resident/Occupant Data

- USPS® Intelligence
- Consumer data overlays for Census attributes and contact names (where available)

Consumer Data

- Buying Activities/Transactional Data
- Consumer Surveys
- County Assessor and Recorder Data
- Packaged Goods Manufacturers
- Product and Warranty Registrations
- Telephone Directories

Business Data

- Annual Reports
- Business Directories and Publications
- Corporate Websites
- New Business Filings
- Utility Connections
- Yellow Page Listings

AccuData has long-standing relationships with the nation's leading data compilers, including in-house access to more than a dozen premier databases and offline access to hundreds more.

Am I able to purchase lists online?

Yes, many of our lists (and data-related services) are available online. Visit www.acculeads.com to view the data products and services available online. Through AccuLeads, you can run counts and place orders on demand, 24/7. Our full service support team is available to help you every step of the way. Not certain which list to select for your client's campaign? Call your Account Representative for an objective recommendation.

When I order a list, how will it be delivered?

Your list will be delivered electronically via email. You can choose from several file formats including:

- CSV with Header Row (Excel File)
- Comma Delimited Text File
- Tab Delimited Text File

Once you receive your file, the information can be forwarded to your client or easily integrated into your printing software.

Am I able to add telephone numbers to my client's mailing list?

Yes, telephone numbers can be added to your mailing list for an additional fee. The telephone numbers we provide have been processed using the National Do Not Call list and/or State Attorney General Do Not Call lists (unless otherwise noted).

To order telephone numbers, you will need to provide a valid Subscription Account Number (SAN). To register for a SAN, please visit www.telemarketing.donotcall.gov.

We recommend that additional compliance measures be taken before your client begins their telemarketing campaign. Ask your Account Representative for additional detail.

Should my client mail via First-Class Mail® or Standard Mail®?

Many factors go into determining the class of mail that will be best suited for your client's campaign including the type of creative and the needed in-home delivery date. The type of list used can also influence the decision, particularly in the case of a Resident/Occupant mailing.

These lists are designed to be mailed via Standard Class; sending them via First-Class Mail can result in a very high rate of returned mail pieces. When you have specific in-home dates, First Class mail delivers within 2 – 3 business days and will provide you with return service for addresses that were undeliverable.

Will all of the records that my client mails be delivered?

When mailing to consumers, your client can anticipate a deliverability rate of 90% or higher. For a business mailing, your client can anticipate that 85% or more of the records will be delivered. Do encourage your client to mail as soon as possible after receiving their list to maximize deliverability.





My client would like more leads than they first received. Can they mail this list again?

Multiple touches are a highly recommended way for your client to promote their products and services while establishing their brand. If you rented the list for multiple use, this allows your client to mail to those consumers or businesses as often as they would like for one calendar year. With a single use list rental, your client may only use the list one time. Multi-use upgrades may be available.

Now that my client has the data, can they add it to their database?

The direct marketing list that has been delivered to your client has been rented for a specific purpose and time frame and cannot be added to their database for continued use. As recipients of their direct mail message begin to make inquiries and purchases, those names and address can be added for future retention and loyalty initiatives.

What type of response rate should my client expect?

When direct mail campaigns are prepared using compiled prospect data, your client can anticipate a response rate of .5 – 2%. When a house list is used, the response rate tends to be higher. Here are the median response rates as reported by marketing executives for the Direct Marketing Association's 2015 Response Rate Report:

Letter-size direct mail campaigns

- Prospect Lists: 1.0%
- House Lists: 3.5%

Postcard campaigns

- Prospect Lists: 1.0%
- House Lists: 4.25%

Over-sized direct mail campaigns

- Prospect Lists: 2.0%
- House Lists: 5.0%

Dimensional mailer

- Prospect Lists: 2.8%
- House Lists: 4.0%

Catalog campaigns

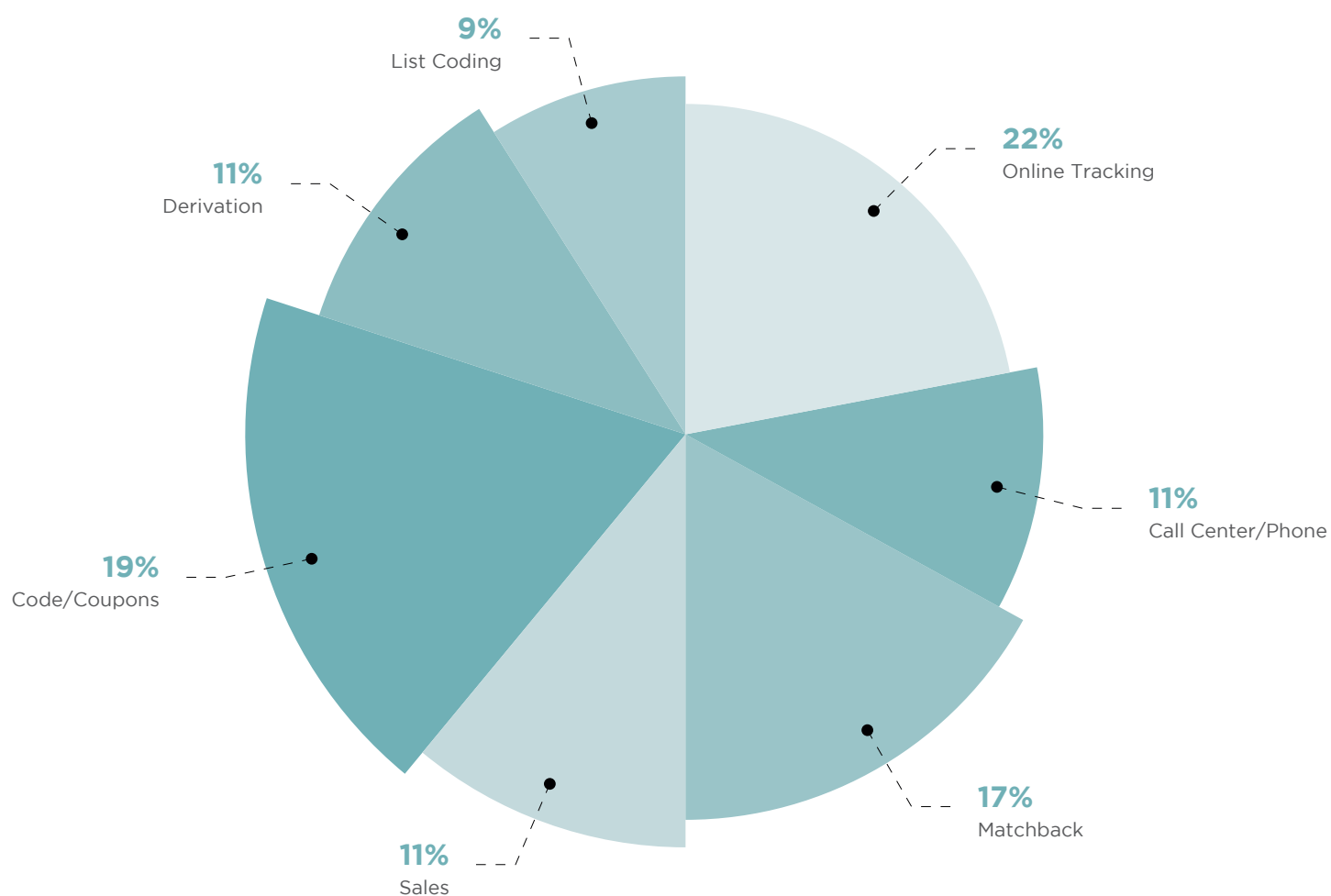
- Prospect Lists: 0.8%
- House Lists: 3.9%

A man with a beard and glasses, wearing a light blue button-down shirt, is sitting at a wooden desk and looking at a laptop. A woman with dark hair, wearing a light-colored striped button-down shirt, is sitting next to him, also looking at the laptop. They are in an office environment with white shelving units in the background. The image has a dark, semi-transparent overlay.

51%

of recipients found postcards useful,
making them the favored type of
direct mail pieces by consumers

How are direct marketing lists compiled?





What if someone my client mailed wants to be removed from the list they used?

First, your client should compile a list of opt-out requests that can be applied to all future campaigns. Additionally, the concerned individual can be referred to the Association of National Advertisers' DMAChoice program. DMAChoice allows consumers to indicate preferences on the types of mail they would like (and would not like) to receive. Reputable direct marketing compilers utilize the ANA's do not mail lists to ensure that consumer choice is being honored.

What processes do mailing list compilers use to keep their lists clean?

Part of the vetting process AccuData uses when selecting vendor partners is to ensure that the integrity of their data is maintained through the regular application of data hygiene and suppression processes. In addition to keeping address information up to date, these processes help to remove undesirable and unwanted records from entering the marketing stream. While each compiler uses their own proprietary list of processes, most include the best practices outlined below.

Hygiene Services:

NCOALink® - Ensure Move Update compliance when you receive new addresses for individuals, families, and businesses that have moved in the last 48 months.

LACSLink® - Identify addresses that have been converted by local authorities as well as those that have been renamed or renumbered.

CASS™ - Standardize addresses in order to meet USPS® requirements while benefiting from the correction of Zip Codes and the addition of key address elements

DSF2® - Improve the deliverability of your mailings by validating individual delivery points, identifying business from residential addresses, and more.

Suppression Services:

- Do Not Mail/Do Not Call Suppression
- Bankruptcy Suppression
- Deceased/Prison Suppression
- Proprietary Opt-Out Requests

How can my client increase the likelihood that their mail will be opened?

Here are two expert tips that you can apply to your client's next direct mail campaign to help increase the likelihood of their intended recipients taking notice.

Start at the Envelope

The first step in attracting attention is delivering a design that sets the mail piece apart from the rest. Putting emphasis on quality design, printing, and materials will go a long way as direct mail is tangible and will be touched. Here are some additional ideas to recommend:

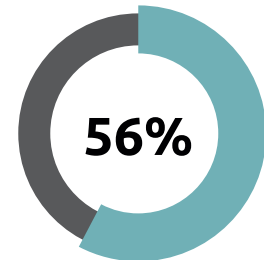
- Send a colored envelope and print your letter on matching paper
- Enclose a sample or premium to add volume and weight to the envelope
- Send an oversized postcard that is printed in color on both sides
- Use a padded mailer to pique the recipient's interest

Apply Personalization Liberally

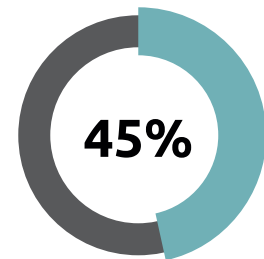
In direct mail, personalization is key. With personalization, or customization, your clients can create a mail piece that has a "one-to-one" appeal as opposed to that of standard mass mail pieces. When thinking personalization, you can recommend that your client:

- Use the consumer's name within the messaging
- Vary the images used based on the demographic/lifestyle interests of the recipient
- Adjust the messaging to appeal to the needs of the audience
- Use a hand-addressed envelope

In the event that you need additional information on the topics discussed here, please feel free to contact a member of the AccuData Integrated Marketing team for assistance by calling 800-732-3440.



of those surveyed found print marketing to be the most trustworthy type of marketing.²



of consumers said they would wait to make a purchase until they received a discount.³





“

Inventive product offerings and leading technologies coupled with superior consultation and customer service are the foundation of AccuData's commitment to our reseller partners – and have been so for more than 30 years.

*Karen Blanchard,
VP of Marketing*



(800) 732-3440 | WWW.ACCUDATA.COM | INFO@ACCUDATA.COM

AccuData Integrated Marketing serves as an embedded data, insights and performance team to agencies and brands across the U.S.

Backed by the power of more than 400 data providers and 30 years of real-world marketing expertise, AccuData's dedicated team helps businesses acquire, retain and grow a profitable customer base by driving direct marketing success.

For more information, call us at (800) 732-3440.

