

Expert Series

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What separates the best mailing lists from the rest?

With so many commercially available lists on the market, it can be very difficult to determine which is going to best suit your needs. Get your list selection right and you will go a long way to producing a successful campaign.

Let's take a look at five of the main considerations.

List accuracy is my number one consideration when recommending a list to my client. Even the very best lists contain errors and will see around 2% to 3% returned mail. Once I see a list consistently experiencing over 5% returned mail I look elsewhere. Look for lists that have deliverability guarantee of 95% or higher.

Selection criteria availability also plays an important role in the decision making process. Some lists offer a vast array of selection criteria while others can be limited to postcode and not much else. If your brief demands a list that allows you to isolate a particular audience, this could be the deciding factor.

Pricing is another major consideration when buying a list. Generally speaking the more you pay the better quality the list but this is not always the case. Some list owners have smaller overheads and list updating costs than others and can offer a quality product at a cheaper rate.

Customer Service of the list owner is also very important especially if there are problems with the list. While most list owners offer excellent service, there are a minority who have a 'take it or leave it' attitude. The better list owners also go out of their way to provide suggestions and advice based on similar campaigns they have run over the years.

Coverage varies from industry to industry and within consumer segments. Very few lists will ever come close to 100% coverage and list owners generally compile their data based on demand. If a list owner receives plenty of briefs for Manufacturing and none for Mining, their coverage when responding to Manufacturing briefs will be superior to Mining.

Since 2000, List Broker **Simon Remington** has worked with companies throughout Australia in need of expert advice on list selection. Established in 2004, Remington Direct is Australia's Direct Marketing List Specialist.

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