

Should you rent your mailing list?

Your list is not exclusive

Among other sources, your new customers likely come from outside lists that you mail to, as well as from space ads that you run in magazines. Because the outside lists that you used are openly available on the rental market, other mailers have access to those same names, some of which have now become your buyers. The same is true to magazines, most of which have their subscriber lists on the rental market. When you place a space ad and gain buyers from their pool of subscribers, that is the same pool of names other marketers are reaching through use of the magazine's mailing list. Even when your mailing list isn't on the market, other companies are still gaining access to your buyers through other list sources.

Your buyer names are also accessible to other marketers via cooperative list databases. There are several service providers that make co-ops available to marketers who wish to participate. These databases are so huge that they claim to hold over 99% of the names/households who buy via direct mail.

It is safe to say that any of your buyers that have purchased from another catalog (of any kind) or subscribed to a magazine (of any kind) are in these databases and are being mailed to by other companies.

The average American household receives 16 pieces of promotional advertising mail each week. If your company isn't offering your names for rental, then you are missing out on revenue that could be earned while other companies are making money from those same names.

Your list availability improves your list access

If your list is put on the market, you'll find that there will be companies who will rent their list to you when they previously would not. Reciprocity (via exchange or rental) may not even be required, but it is inferred by the availability of your list on the market.

Users of your list reveal your own target markets

You will find, as you make your list available to outside renters, that there is an ancillary benefit of learning what kinds of companies can successfully use your list. If your list works for them, then their list might also work for you. You might discover other lists or even whole market segments of lists that you can use successfully - ones that weren't obvious at first but that were revealed based on the successful use of your list by other marketers.

Rental profit helps offset your marketing costs

Most companies find that the revenue generated by list rentals contributes significantly to their bottom line, and also helps to partially offset the ever-increasing expenses of their marketing both via direct mail and over the internet. For a direct response list you can expect to see annual gross rental profits of up to \$1 per each 12 month name (approximately 12 turns of the list). However, the real value of your list can only be determined by actual rental use once it is on the market. Please see the attached example of a typical list order and the revenue it generates for the list owner.

Protecting your list

We develop and include decoy names specific to every order processed on your list. The mailer then mails to those names along with the other names that they ordered from your list. We track and record what is received by the decoys. This allows us to both a) confirm that the mail piece we approved is what was actually mailed, and b) monitor for any unauthorized use of your list. Your list is a valuable asset, and we protect it accordingly.

You retain right of refusal

Unless other arrangements are made, every order will be sent to you for approval before it is processed. You always have the right to refuse any list rental request that you feel is either too competitive or inappropriate for your customers.

Additionally, should it be later determined that having your list on the market does not substantially add to your income or is detrimental to your business, it is easy to arrange for your list to be taken off the market. Generally there is no commitment longer than a year, as that is a good period of time for determining a list's potential value on the market.