

**9 Digit Zip Code (USA)** (*see also* Zip + 4)

Consists of 5 digits used by the USPS to designate specific post offices and stations; and 4 additional digits that identify a specific area of delivery.

**A/B Split**

A Single mailing list is split in half and coded in order to test between two different segments within the same list.

**Active Buyer**

An individual, whose latest purchase was made within the past 12 months.

**Active Subscriber**

An individual who is a current subscriber and has committed to regular delivery of periodicals, books or any other kind of goods and services, for a time period still in effect.

**Address Correction Requested**

An endorsement (printed on the envelope) which authorizes the Postal Service to provide the new address, if known, of a person or company no longer at the address on the mailing piece.

**Advertising**

Promotion of a product, service, or message by an identified sponsor using paid-for media.

**Advocacy Advertising**

Advocacy advertising expresses a viewpoint on a given issue, often on behalf of an institution. Examples are to be found in anti-Drinking-Driving campaigns.

**Affiliate Marketing**

A form of marketing or advertising used on the internet. Companies that sell products or services online link to relevant sites. The advertising on the other or 'affiliate' sites is paid for based on results.

**Affinity Marketing**

Marketing targeted at individuals sharing common interests that predispose them towards a product, e.g. an auto accessories manufacturer targeting motoring magazine readers. Also, a campaign jointly sponsored by a number of disparate organizations that are non-competitive but have a particular interest in common.

**After Sales Service**

Services received after the original goods or services have been paid for.

**AIDA**

Attention, Interest, Desire, Action: a model describing the process that advertising or promotion is intended to initiate in the mind of a prospective customer.

**AIUAPR**

Awareness, Interest, Understanding, Attitudes, Purchase, Repeat purchase: a buying decision model.

### **Alternate Delivery**

Methods of delivering direct mail or sample products to households without using the United States Postal Service, Canada Post or any other official postal authority.

### **Alternative Media**

Any means of reaching consumers other than by solo direct mail and telemarketing including: cooperative mailings, card decks, package inserts and free-standing inserts (FSIs), home-shopping programs, computer online services and broadcast.

### **Ambient Media**

Originally known as 'fringe media', ambient media are communications platforms that surround us in everyday life - from petrol pump advertising to advertising projected onto buildings to advertising on theatre tickets, cricket pitches or even pay slips. See also 'buzz'.

### **Ambush Marketing** (*see also Buzz*)

A deliberate attempt by an organization to associate itself with an event (often a sporting event) in order to gain some of the benefits associated with being an official sponsor without incurring the costs of sponsorship. For example by advertising during broadcasts of the event.

### **Ansoff Matrix**

Model relating marketing strategy to general strategic direction. It maps product-market strategies - e.g. market penetration, product development, market development and diversification - on a matrix showing new versus existing products along one axis and new versus existing markets along the other.

### **ASCII Character Set**

'American Standard Code for Information Interchange' character set. It is an internal coding scheme used by computers. This file format is very common in direct media to transfer data.

### **Asset Led Marketing**

Asset led marketing uses product strengths such as the name and brand image to market both new and existing products. Marketing decisions are based on the needs of the consumer AND the assets of the product.

### **Assigned Mailing Date**

The date on which the list owner and the list user have agreed for the list user to mail a specific list.

### **Automation-Compatible Mail**

Mail that can be scanned and processed by automated mail processing equipment such as a barcode sorter.

### **Automation Mail Discount**

Mailers, who comply with the Postal Services guidelines and policies in regarding design and address requirements, to allow electronic handling of their mail, can receive substantial postage discounts.

## **AVO**

'Average order value' - The average amount of each catalog order.

## **Back End Results**

Results calculated based on actual costs for a specific mailing. This analysis will identify a list as profitable or unprofitable.

## **Barcode**

The nine-digit ZIP code translated into a coding structure of vertical bars and half bars used in order to speed the sorting of mail and enabling mailers to take a discount on postage.

## **BCG (Boston Consulting Group) Matrix**

Model for product portfolio analysis. Products can be classified as:

- Stars - high growth and market share
- Cash Cows - high market share and low growth rate
- Question marks - low market share in high growth rate markets
- Dogs - low market share and low growth rate.

## **Batch Processing**

Data processing that is either "on-line in real time" (usually a record at a time) or in batches in sequential mode. Most list processing is done by batch processing.

## **Behavioral Lists**

Lists that offer selection on the basis of interests or hobbies or items or items purchased. A few growing lists are based on electing initial response to lengthy questionnaires. One unique application is formed

## **Bill Enclosure** (*see also* Blow-ins *or* Inserts)

Any kind of promotional piece enclosed with a bill, however, not related to this invoice.

## **Bingo Card**

A pre-paid card bound into a magazine-listing multiple free offers by advertisers.

## **Blow-ins** (*see also* Bill Enclosure *or* Inserts)

Inserts included in a mailing piece to enhance or add to the mailing offer.

## **Bounce Back**

A subsequent offer by a mail order operator sent to the most recent buyers in the merchandise just ordered. Catalog operators often include another copy of the current catalog, which created the order as the bounce back. Bounce backs, if properly coded, prove to be the most productive promotion available to a mail order company. (Outside offers, which may accompany the merchandise for a fee, are package inserts, not bounce backs.)

## **BPI**

'Bytes per Inch': Information about the density or amount of information that can be stored on one inch of magnetic tape.

**Brand**

The set of physical attributes of a product or service, together with the beliefs and expectations surrounding it - a unique combination which the name or logo of the product or service should evoke in the mind of the audience.

**Break-Even Analysis**

A calculation, used to determine how many units someone has to sell before a product or campaign begins to make a profit.

**Broadcast Media**

A term commonly used to describe Television and Radio.

**Bulk Mail**

Mail that is rated for postage partly by weight and partly by the number of pieces in the mailing. The term is generally used to refer to Standard Mail.

**Bulk Mail Center (BMC)**

A highly automated mail processing plant that distributes Standard Mail in piece and bulk form.

**Business Mail Entry Unit (BMEU)**

The area of a postal facility where mailers present bulk, pre-sorted, and permit mail for acceptance.

**Business List**

Any list which consists of either individuals or firms based upon a business associated interest, membership or purchase at their business address.

**Business Response Card (BRC)**

A return card, included by the mailer in a mailing piece to generate response by making it easy for the respondent. These cards often bear already the complete sender and addressee information.

**Business Response Envelope (BRE)**

A return envelope, included by the mailer in a mailing piece as a ready-to-use response method.

**Business Reply Mail**

This service is offered by the Postal Service to mailers and allows them to pay only the postage on the mailing pieces returned to them by respondents.

**Business-To-Business Marketing**

Refers to marketing activities from one business to another, whereby the firm's target group is exclusively a business audience with offers that relate to their profession, instead of consumers at their private addresses.

**Business to Consumer (B2C)**

Relating to the sale of product for personal consumption. The buyer may be an individual, family or other group, buying to use the product themselves, or for end use by another individual.

### **Buyer**

An individual who has purchased merchandise or services. Usually one can assume that these products or services are paid for.

### **Buying Behavior**

The process that buyers go through when deciding whether or not to purchase goods or services. Buying behavior can be influenced by a variety of external factors and motivations, including marketing activity.

### **Buzz**

Buzz marketing uses 'word-of-mouth' advertising: potential customers pass information around about a product.

### **Call Center**

A facility that houses a telemarketing operation.

### **Card Deck**

A cooperative pack of postcards, usually mailed in a clear poly outer that is used in both consumer and business-to-business direct marketing. The postcard, which either orders the product or asks for more information, can be mailed back to the individual advertiser.

### **Carrier Pre-sort (USA)**

Mail sorted by carrier route to qualify for discount postage rates.

### **Carrier Route**

"Carrier Route" is used as either a general or specific term. Specifically, carrier routes are primarily urban routes served by a letter carrier, as distinguished from rural routes, highway contract routes, PO Box delivery, General delivery, and delivery to unique ZIP Codes. Generally, the term refers to all types of delivery. Each type of route has a specific sequence for delivery within fixed boundaries. Each route is identified by a code (the carrier route code) consisting of an alpha, which identifies the type of route, plus a route number. The code is used for sorting mail. The typical city zone area consists of 350 or so households as was walked by the individual carrier. There are 160,000 listed by USPS.

### **Carrier Route Code**

The alphanumeric code provided on a mailing label to identify a given carrier route. The geographical designation for these codes is updated every six months by USPS, which furnishes a CRIS tape (carrier route information system) to be used for carrier-route coding and sorting.

### **Carrier Route Re-sort – (Carrier Rate Postage)**

A subclass of standard mail, which qualifies for a substantial postal discount for mailers who code and sort mail to the individual carrier route. Software is widely available that will identify the appropriate carrier route codes, and sort mail by carrier route code in accordance with postal specifications. Carrier rate postage is currently the lowest rate available for all classes of mail.

**CASS Certification (USA)**

‘Coding Accuracy Support System’, developed by USPS to ensure the accuracy of software programs used by service bureaus to check addresses and code mailings for delivery.

**Catalog Buyer**

One who has bought product(s) from a catalogue.

**Catalogue Request**

An individual, who could be a prospective customer, asking for a catalogue.

**Census Tract**

A geographical segment of a zip code in metropolitan areas delineated by the U.S. Census Bureau embracing approximately 1,000 households. Major consumer compilers provide demographic profiles for each tract.

**Cheshire Label**

Paper stock address label, which is affixed mechanically to a mailing piece.

**Click-and-Mortar**

A store that has an online presence as well as an actual building.

**Click stream**

The record of a user’s Internet activity including Web sites visited, length of the visit, and what pages were viewed.

**Clustering**

Selection of names of consumers on the basis of similar geographic, demographic, or psychographic characteristics. Clustering ranges from broad-brush selections by zip code, to very finite selections, such as members of boards of directors and their next door neighbors. A number of proprietary computer programs seek to break the 100,000,000 U.S. households into 40 or 45 attractively named clusters.

**Comma Delimited**

Very common electronic file structure used for transferring databases, whereby data fields, variable in length are separated by commas.

**Compiled List**

Compiled lists are created from source material such as directories like the telephone book, public record documents such as business licenses and motor vehicle registrations.

**Compiler**

One who creates lists of names and addresses from source material such as directories like the telephone book, public record documents such as business licenses, motor vehicle registrations and other sources of identifying groups of people or companies with some common characteristics.

**Computer Service Bureau** (*see also* Service Bureau)

A company that will maintain lists for list owners. Services may include: updating the list, merge/purge, data overlays and preparing the list for mailing or rentals.

**Consolidator**

A consolidator accepts mail for deposit within a particular type of delivery service. By grouping together mail from more than one company, consolidators are often able to obtain higher volume discounts than an independent mailer.

**Consumer List**

A list of names and addresses from individuals, typically at home address, who have bought merchandise, subscriptions or services from mail or Broadcast Media solicitations.

**Contact Name**

On a mailing list, the personal name (or names) of an executive at a given business establishment. For larger companies, these names can be selected by functional titles. Major business files include a single contact name for over 75% of the business universe.

**Continuation**

An order from a mailer who has previously tested or used the list within 12 months and is using it again.

**Continuity Program**

An offer of a series of products to be received in timely intervals. Most often used for books, tapes/CDs and recipe cards.

**Contributor List** (*see also* Donor List)

A list of names and addresses from individuals who have donated to a specific fund raiser.

**Contribution**

The amount of money left over to contribute to overhead expenses after deducting for customer returns, cost of goods sold, direct selling expenses and variable order-processing costs.

**Controlled Circulation**

Distribution at no charge, typically of an industry publication to individuals or businesses based on an assumed involvement in that specific industry. Subscribers qualify themselves to receive the publication by direct request. From time to time, publishers usually request from time to time information which verifies their job titles and business activity and updates their databases.

**Cookies**

Software tools designed to save passwords and other data on someone's computer. The data can be called up automatically when the user shops online or visits Websites on which they've surfed before, thus saving the user time by not having to re-key required data.

**Cooperative Advertising (Co-Op)**

Advertising (including direct mail, inserts, stuffers, card decks) where offers from several different mailers are included.

**Cooperative Broker**

A person/company who recommends and takes orders for marketers who want to be part of a cooperative effort.

**Cooperative Manager**

A person/company who sells space in the co-op for the cooperative owner.

**Cooperative Owner**

A company that brings different marketers together into a co-op effort. Services may include: printing the individual inserts, combining them and mailing them to pre-selected lists.

**Co-op Database**

Two or more list owners combine their lists and access each other's names.

**Co-op Mailing**

One mailing package, containing two or more offers. Mailers participating in these kind of mailings share mailing costs based on a prior agreement.

**Corporate Identity**

The character a company seeks to establish for itself in the mind of the public, reinforced by the consistent use of logos, colors, typefaces and so on.

**Cost per Thousand (CPM)**

Cost of product or service per thousand units. This can be used to break down the cost of reaching 1,000 readers with an advertisement.

**Counts**

The number of names available that fit a given list selection.

**Coupons**

A promotional device used by marketers to increase sales or store traffic by offering a discount when the coupon is redeemed.

**CPO**

Chief Privacy Officer.

**Credit Card Buyer**

Individuals who charge their purchases to a credit card.

**Criteria**

If there were one word to define the most important aspect of lists, it would be "criteria." Criteria distinguish one list from another, one segment from another, one selection from another.

Four major forms of criteria for selection are:

- Demographics - Attributes
- Psychographics - Lifestyle Characteristics
- Mail Order Characteristics - Relation of Name to List Owner
- Physical Characteristics - Mailability Attributes

### **Customer Loyalty**

Feelings or attitudes that incline a customer either to return to a company, shop or outlet to purchase there again, or else to re-purchase a particular product, service or brand.

### **Customer Profile**

Demographic, geographic and/or psychographic description of a 'typical customer'. These results are normally generated using census data and a wide variety of analysis, such as customer surveys.

### **Currency Exchange**

A service that changes money from one currency to another.

### **Custom Publisher**

Any publisher who will, for a fee, create a publication for a direct marketer that is most-often used for self-promotion or as a premium.

### **Customer Relationship Management (CRM)**

Providing better communication offers and services to customers by evaluating your previous interactions with them.

### **Data Appending**

Specific data is added to an existing mailing list.

### **Data Card**

A printed or online published card, providing a summary of the list profile (counts, costs, selections, source, available output formats), made available by either the list owner or the list manager.

### **Data Entry**

The entering of names, addresses and other information into a data storage and retrieval system. Data can be entered via manual keying, electronic data transfer or by scanning.

### **Data Overlays**

The matching of two or more lists that contain the same names or addresses, but where one list adds additional data such as Demographics or Geographics to the other.

### **Data Protection Directive (EU)**

Legislation regulating the collection and dissemination of personal data. The European Data Protection Directive requires that specific measures be met before data are transferred outside the European Union (EU).

**Database**

A file that is maintained on a computer comprised of pertinent information such as a company's prospects or customers. The file can serve multiple applications and be manipulated for various purposes.

**Database Analysis**

Interpreting information within the database in order to gain customer insight and improve marketing efficiency.

**Database Modeling**

Using statistical techniques in order to predict future customer behavior.

**Database Marketing**

Whereby customer information, stored in an electronic database, is utilized for targeting marketing activities. Information can be a mixture of what is gleaned from previous interactions with the customer and what is available from outside sources.

**Commercial Database Management**

Professional management of large compiled databases for list segmentation and rental.

**Decoy** (*see also Seed or Dummy*)

A name specifically inserted into a mailing list for the purpose of monitoring usage by mailers.

**Dedupe**

The process of eliminating all duplicate records that have been identified.

**Deliverability**

The proportion of a list which is deliverable by standard mail.

**Delivery Due Date**

The date a specific list is to be received by the list user from the list owner.

**Delivery Point Bar Code**

The Delivery Point Bar Code represents the 9 digit Zip+4 code, the last 2 digits of the primary address or post office box (specific delivery point) and a single correction digit.

**Demographics**

Social and economic information about human populations including age, sex, income, education, type of residence, ownership of cars, etc.

**Direct Entry/Injection**

The process of entering mail directly into another country's mail stream. Mail that is sent thru direct injection goes directly to the designated country's post office and receives a local indicia and return address.

**Direct Mail**

Using USPS, Canada Post or any other Postal authority to deliver the mailers message. Can be used for consumer and for business-to-business offers.

**Direct Mail Advertising**

Any kind of direct marketing campaign using the Postal Services or other mail delivery services for the distribution of the mailing piece.

**Direct Marketing**

All activities which make it possible to offer goods or services or to transmit other messages to a segment of the population by post, telephone, e-mail or other direct means.

**Direct Marketing Association (DMA)**

One of the chief trade associations serving the **direct** response field, with emphasis on **direct-mail marketing** through all four classes of mail. As one of its numerous special interest groups, the DMA has a list council.

**Direct Response Advertising**

Advertising thru different media, such as mail, telephone, fax, E-mail, television and radio with the objective of generating quantifiable consumer response.

**Direct Response List**

A list which consists of names of people who have responded to direct response marketing by either inquiring, subscribing or purchasing.

**Direct Selling Expenses**

The complete marketing expenses, including labor, associated with producing, printing and mailing a catalogue.

**Donor List** (*see also* Fund Raising List)

A list of names and addresses from individuals or companies who have contributed to a specific fund raiser.

**Dot whack**

A sticker, usually round, that's affixed to a catalog cover (or printed directly on the cover) that touts a special offer or message to customers.

**DRTV**

Direct Response Television is the liveliest medium in that it can show products actually in use. Unlike brand advertising or general advertising on TV--which is designed to create awareness--DRTV attempts to change behavior by getting people to call a toll-free number or log onto a Web site

**Dummy** (*see also* Decoy or Seed)

A name specifically inserted into a mailing list for the purpose of monitoring usage by mailers.

**Duplicate**

Two or more names and address records which are found to be the same according to the list user's basis of comparison.

**E-mail List**

A list which consists of names with their E-mail addresses.

**Enhanced Database**

An existing database to which additional information has been appended. This process adds value to the existing list and allows for more selectivity and segmentation.

**Field Agency**

Companies who are generating subscriptions for periodicals by soliciting door to door.

**Flagging**

Marking the names on a specific list so that they can be identified at a later date. Names are flagged so that they can be excluded from, or re-selected, for a future order made from the previously supplied list.

**Free-Standing Insert**

A promotional piece loosely inserted or nested in newspapers or periodicals.

**Frequency**

The number of times an individual has purchased either within a specific period of time or in total.

**Fulfillment**

All activities involved in the processing and servicing of mail, FAX and telephone orders.

**Fulfillment House**

A company specialized in producing everything from address labels to personalized mailings. They fold, collate, machine or hand insert, poly wrap, and pack small or high volume items. The following is a listing of additional services, widely offered by such companies: Product and Literature Fulfillment, Product Sample Distribution, Lead Referral Response, Internet e-business, Inventory Control and Order Replenishment, Product Return Processing, Custom Packing.

**Fund Raising List** (*see also* Donor list)

A list of names and addresses of individuals or companies who have contributed to a specific fund raiser.

**Geocoding**

The process of appending latitude and longitude coordinates to a database record so it can be properly placed on a geographical map.

### **Geographies**

Refers to the process of coding demographic data onto a mailing list. It's a method of subdividing a list based on geographic subdivisions, such as postal codes, cities, states etc.

### **GLB (USA)**

Signed into law in 1999, the Gramm-Leach-Bliley Act regulates how financial institutions can disclose consumers' personal information to non-affiliated third parties. GLB also requires financial institutions to provide privacy notices to consumers and customers.

### **Hard Bounce**

An e-mail that has bounced back to the sender undelivered without having been accepted by the recipient's mail.

### **HHI**

Household Income

### **HIPAA (USA)**

Under the Health Insurance Portability and Accountability Act, healthcare entities must take specific steps to protect the privacy and personally identifiable information of their patients, including names and diagnoses. The Act is enforced by the U.S. Department of Health and Human Services' Office of Civil Rights.

### **Horizontal List**

A list that includes a broad range of industries.

### **Hot-Line-List**

Refers to the most recent names available on a specific list which have been added. Generally, this term is used on data cards together with a weekly or monthly period of time, to specify the time frame.

### **House List**

Any kind of list, owned by a company as a result of inquiries, sales activities or any marketing efforts to generate leads.

### **House List Affinity**

This term refers to the similarity between the house list of a mailer and a rented list. Typically, a merge/purge process is used to determine the affinity between the two lists and to eliminate duplicates. The higher the duplication rate, the more affinity a house list has to the rented list.

### **House List Duplicate**

This term refers to the duplication of names and addresses between the mailers house list and any other list(s).

### **HTML**

Abbreviation for Hyper Text Markup Language, which is the language used for creating documents on the World Wide Web.

### **Hyperlink**

An element in an electronic document, which links to another place in the same document, or to an entirely different document, when clicked on.

### **Indicia**

This is the preprinted postal permit information on an envelope or self-mailer that denotes postage payments. This includes the company's permit number and the city from which the mailing was sent, along with any further information required by the Postal Services.

### **Inserts** (*see also* Blow-ins or Inserts)

Additional promotional media, included in a mailing package to enhance or add to the mailing offer.

### **Internal Customers**

Employees within an organization viewed as consumers of a product or service provided by another part of the organization - products or services which the employees need to do their own work. For example, the marketing department could be internal customers of the IT department.

### **Internal Marketing**

The process of eliciting support for a company and its activities among its own employees, in order to encourage them to promote its goals. This process can happen at a number of levels, from increasing awareness of individual products or marketing campaigns, to explaining overall business strategy.

### **ISP**

The abbreviation for Internet Service Provider, a company that provides access to the World Wide Web.

### **Key Code**

A code consisting of a group of numbers or letters, sometimes also colors, or other markings assigned to a specific list, or segments of such a list by the mailer to track responses and to analyze effectiveness.

### **Labels** (*see also* Cheshire labels)

Paper printed with a name and address that is affixed to a mailing piece and serves as the mailing address vehicle. Different types of labels include: peel-off or pressure-sensitive labels, gummed labels and paper.

### **Lead Generation**

A company's marketing activities with the objective of acquiring sales leads.

**Letter shop**

A company that will assemble and insert the various printed elements of a direct mail piece, label, sort, tag and deliver the mailings to the post office for mailing. The letter shop will provide the mailer with written proof of delivery to the U.S. Postal Service.

**List**

A collection of names and address records of individuals or companies having certain characteristics in common.

**List Broker**

A list broker is someone who arranges for one company –the list user or mailer- to rent a list of another company. In general, Brokers select and recommend lists to mailers, some even offer computer services and response analysis.

**List Cleaning**

The process of updating a list in order to remove any undeliverable addresses. Other cleaning activities could include removing duplicates, bad debts, names on the DMA Mail Preference Service, postal codes, etc.

**List Clearance**

The permission from the list owner, typically given after reviewing the sample mailing piece, to mail a specific promotion to the individuals on a particular list.

**List Exchange**

When two mailers agree to share their lists via a trade rather than charging the regular fee.

**List Format**

Refers to the format in which a list can be output for mailing. (Labels, CD-ROM, Floppy Disk, Magnetic Tape or E-mail transmission).

**List Maintenance**

The ongoing process of keeping a mailing list up-to-date by adding, editing and deleting data.

**List Manager**

Someone appointed by the list owner, responsible for the promotion and use of a particular mailing list. Typically the list manager provides also the following services to the list owner: list maintenance, list clearance, record keeping, invoicing and collection.

**List Owner**

A person or company who developed a list of names via promotional activity or compilation.

**List Owner Approval**

Refers to the review and approval of the mailing piece sample by the list owner, prior to the release of the list to the list user/MAILER.

**List Recommendation**

A mailing list(s) recommended for a specific direct mail campaign by a list owner or broker to a list user/mailler or broker.

**List Rental**

An arrangement through which a list owner furnishes names, typically for one-time use only, to a mailer. In general, a list broker is acting on behalf of the mailer and makes all necessary arrangements for such a list rental agreement with the list manger or list owner.

**List Sample** (*see also* List Test)

A certain amount of names selected from a list in order to evaluate the responsiveness of a particular list.

**List Selection**

Characteristics, such as gender, recency etc., used to define a smaller group or groups within a particular list.

**List Sequence**

The order in which names and address records appear on a list.

**List Sort**

This term refers to the procedure of putting a list in a certain sequence. This can mean from one existing sequence to another, or to put the list in sequence because there was none.

**List Source**

The media, such as direct mail, public records, telemarketing, internet etc., used to generate names on a list.

**List Test** (*see also* List Sample)

A certain amount of names selected from a list in order to evaluate the responsiveness of a particular list.

**List User/Mailer**

An individual or company, who is using someone else's list to promote his services or products through direct mail to the individuals on such list.

**Literature Fulfillment**

Refers to the sorting and qualifying of leads, sending the appropriate information, and, if outsourced, forwarding leads to the marketer for follow-up.

**Magnetic Tape**

A storage device for electronically recording and reproducing data by use of a computer.

**Mail Monitoring**

Mailers track their mail in order to verify content within the direct mail package and to determine the length of delivery time.

### **Mail Order Buyer**

An individual who purchases merchandise and/or services thru the mail.

### **Mail Preference Service (DMA MPS)**

The Direct Marketing Association (DMA) offers a service for individuals who want their names removed from mailing lists so they will stop receiving direct mail.

### **Marketing**

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

### **Marketing Acronyms**

Usually, abbreviations such as YUPPIE, BUPPIE, and GLAM. See individual acronyms for a description.

### **Marketing Audit**

Scrutiny of an organization's existing marketing system to ascertain its strengths and weaknesses.

### **Marketing Communications**

All methods used by a firm to communicate with its customers and prospective customers.

### **Marketing Information**

Any information used or required to support marketing decisions - often drawn from a computerized 'Marketing Information System'.

### **Marketing Metrics**

Measurements that help with the quantification of marketing performance, such as market share, advertising expenditures, and response rates elicited by advertising and direct marketing.

### **Marketing Mix**

The combination of marketing inputs that affect customer motivation and behavior. These inputs traditionally encompass four controllable variables known as 'the 4 Ps': product, price, promotion and place. The list has subsequently been extended to 7 Ps, the additions being people, process and 'physical evidence'.

### **Marketing Myopia**

Lack of vision on the part of companies, particularly in failing to spot customers' desires through excessive product focus. The term is derived from the title of a seminal article by Theodore Levitt published in Harvard Business Review in 1960.

### **Marketing Orientation**

A business strategy whereby customers' needs and wants, as identified by the marketing function, determine corporate direction.

### **Marketing Planning**

The selection and scheduling of activities to support the company's chosen marketing strategy or goals. See also 'marketing strategy'.

### **Marketing Strategy**

The set of objectives which an organization allocates to its marketing function in order to support the overall corporate strategy, together with the broad methods chosen to achieve these objectives.

### **Match Code**

Abbreviated data extracted from name and address records, which makes it possible to identify duplicates in a list.

### **Matrix**

A worksheet format containing data for analysis purposes. This technique, showing all possible combinations of an address record is used to identify duplicates.

### **Media**

Any form of communication that reaches the general public and carries advertising. Direct response media would include: space advertising, direct mail, TV, radio, take-ones, card decks, package inserts, cooperative efforts, on-line shopping services.

### **Merge**

Combining two or more lists in a prearranged sequence.

### **Merge/Purge**

The process of combining two or more lists and eliminating duplicates at the same time.

### **Modem Transfer**

The process of transferring data through a phone line.

### **Multiple Use**

Usually a 12 month rental period term which allows the "renter" unlimited use of the data.

### **NCOA (USA)**

'National Change of Address' A service provided by the U.S. Postal Service through licensed computer service bureaus, which enables mailers to make any necessary address corrections prior to their mailing being dropped. The mailer provides a magnetic tape that is run against the national change of address bank and then is returned to the mailer with all the corrections made.

### **Net Name Arrangement**

An agreement between list owner and list user, at the time of ordering, which allows for the mailer to pay for less than the total names shipped. Such agreements can be for a certain percentage of names received or names actually mailed.

### **Nixie**

A mailing piece returned to the mailer because of an incorrect name and/or address information and was therefore undeliverable.

### **Opt-In E-mail**

This term refers to the process of sending Emails to individuals who have actually requested them, or, have given their permission to send them (promotional) E-mails.

### **Opt-In E-mail List**

An Opt-In E-mail list consists of individuals and their E-mail addresses, who have given permission to receive solicitations thru E-mail.

### **Opt-Out**

The option that allows the recipient to be removed from receiving future e-mails from the sender.

### **P3P**

Developed by the World Wide Web Consortium, the Platform for Privacy Preferences (P3P) is a software tool that turns e-marketers' privacy policies into machine-readable formats. The tool is designed to help consumers better protect their online privacy.

### **PII**

Abbreviation for Personally Identifiable Information.

### **Package Inserts**

Any promotional offer included with the shipment of a customer's order. Offers may be from the same mailer shipping the product or other vendors who pay to be included.

### **Personalization**

Using/printing personal information, such as a first or last name, in a direct mail campaign.

### **Permission-based E-mail List**

An E-mail list consisting of individuals and their E-mail addresses, who have given permission to receive promotions from related topic marketers thru E-mail.

### **PLANET Code (USA)**

A bar code that will allow mailers to track a mail piece, or an entire mail campaign, throughout the U.S.P.S. delivery system.

### **Poly Bag**

An outside mailing envelope made of polyethylene instead of paper.

### **Postage-Paid Reply Service**

A service allowing mailers to use a letter shop's postage-paid permit and have the business-reply mail sent there instead of opening their own account with the Postal Services.

### **Postal Code**

In Canada a Postal Code is the equivalent to a Zip Code in the USA. An alphanumeric group of six digits, divided into two groups of three digits is used to designate the delivery address. (E.g. V6H 4G5)

### **Postal Pre-sort**

To qualify for postage discounts, mailers sort their mail by destination and type of handling before delivering the mail into the Postal Services distribution system.

### **Premium**

A free gift offered to a prospect to induce a greater response to the main product or service that is being sold. A premium need not bear any relationship to the product being offered.

### **Presorted Mail**

A form of mail preparation, required to bypass certain postal operations, in which the mailer groups pieces in a mailing by postal code / ZIP Code or by carrier route or carrier walk sequence (or other recommended separation by the Postal authority).

### **Pressure Sensitive Label**

Adhesive backed label which can be removed from its backing and reaffixed to another by applying pressure either manually or mechanically.

### **Product Fulfillment**

This comprises storing and shipping samples and merchandise.

### **Psychographics**

Any characteristics or qualities used to infer the lifestyle or attitudes of customers and prospective customers.

### **Qualitative Research**

Market research that does not use numerical data but relies on interviews, 'focus groups', 'repertory grid', and the like, usually resulting in findings which are more detailed but also more subjective than those of 'quantitative research'.

### **Quantitative Research**

Market research that concentrates on statistics and other numerical data, gathered through opinion polls, customer satisfaction surveys and so on. Compare 'qualitative research'.

### **R & D**

Research and development.

### **RAPPIES**

Retired Affluent Professionals - a demographic grouping.

### **Reference Group**

A group with which the customer identifies in some way, and whose opinions and experiences influence the customer's behavior. For example, a sports fan might buy a brand of equipment used by a favorite team.

### **Recency**

The transaction or other activity made by an individual, or company on a particular list.

### **Relationship Marketing**

The strategy of establishing a relationship with the customer which continues well beyond the first purchase.

### **Re-mail**

The process of preparing mail for deposit in the postal system of another country for delivery to its final destination. With A-B-C re-mail, mail travels as cargo from “Country A” to “Country B” where it enters the postal stream for delivery in “Country C.”

### **Response Analysis**

Analysis of the response to a specific direct mail promotion. This procedure will help clarify the performance of different factors of the promotion, such as list, list segment, mailing piece among others of the promotion performed.

### **Response Booster**

Any device, token, premium or sweepstakes that will help raise the response rate.

### **Response List**

Response lists are created from individuals who have responded to a direct response offer such as a magazine subscription, a catalog purchase, or a club membership. They are usually generated from a company’s sales database. Response Lists can be classified into the following categories:

- **Consumer:** A list with names and home addresses of individuals, who are buying products and services or inquiring about such.
- **Business:** A list containing names of individuals and companies at their business address.
- **Subscriber:** The names and addresses (home or business) of people who subscribe to periodicals or other kind of publications.
- **Mail Order Buyers:** Individuals who purchase merchandise and/or services through the mail.
- **Telephone:** A list of individuals who have been contacted through telemarketing.

### **Return on Investment (ROI)/Return on Capital Employed (ROCE)**

The value that an organization derives from investing in a project.

### **RFM (Recency, Frequency and Monetary value)**

A methodology used by marketers to determine appropriate circulation strategies.

### **Running Charge**

The fee charged by either the list owner, list manager or any other third party for processing an order.

**Safe Harbor (USA)**

An agreement negotiated by the U.S. Department of Commerce and the European Commission which enables a U.S. company to receive data from Europe by voluntarily submitting to regulation by a U.S. government office.

**Sample Mailing Piece**

A sample of the package to be mailed by the list user to a specific list. Such sample pieces are required by the list owners and must be submitted by the mailer, prior to the release of a list.

**Sectional Center Facility (SCF) (USA)**

A postal facility that serves as the processing and distribution center (P&DC) for post offices in a designated geographic area as defined by the first three digits of the ZIP Codes of those offices. Some SCF's serve more than one 3-digit ZIP Code range.

**Selective Binding**

The process which allows an advertisement to be inserted into only certain select issues of a magazine, or allows selected pages to be inserted in a catalogue.

**S.I.C. (Standard Industrial Classification / USA) (see also NAICS)**

Classification of businesses as defined by the US Department of Commerce. The system categorizes businesses by general business activity into 4 digit codes. The SIC system will eventually be replaced by a newly developed coding system, called NAICS.

**Selection Criteria**

Defining characteristics that identify segments of a list.

**Seed (see also Decoy or Dummy)**

A name inserted into a mailing list specifically for the purpose of monitoring usage by mailers.

**Self Mailer**

This term refers to a mail piece which does not require an envelope for mailing. Properties of this mail piece must meet requirements outlined by the Postal Services.

**Service Bureau (see also Computer Service Bureau)**

A company, which provides data processing services, such as mailing list management and merge/purge operations.

**Soft Bounce**

An e-mail that has bounced back to the sender undelivered after it was accepted by the recipient's mail.

**SOHO**

Small office/home based office.

### **Source Codes**

An identifier that goes with a particular house file segment or list. The code must be unique to the particular segment and/or list being coded, so marketing and circulation efforts can be measured.

### **Spam**

Unsolicited E-mail advertising for a product or service.

### **Subscription Fulfillment**

This is a specialized service for publishers of periodicals. Services include: maintaining the subscriber list, generating invoices and renewals and recording payments.

### **State/Zip Count**

The number of names and address records for a specific geographic area.

### **Take-Ones**

Promotional literature found in racks, often at the grocery store.

### **Telemarketing Services**

#### ➤ Inbound

Any phone calls that come into a telemarketing call center.

#### ➤ Interactive Voice Response (IVR)

Various recorded or digitized text messages that can be accessed electronically by using a telephone.

#### ➤ Outbound

Any phone calls made out of a telemarketing call center.

#### ➤ Predictive Dialing

Automatic dialing by a computer of telephone numbers on a pre-selected list. The system can, with great accuracy, discern an answering machine from a human voice and will instantly connect a respondent to a TSR. If there is no answer or a busy signal, the computer will know to redial later.

#### ➤ Telephone Service Representative (TSR)

Anyone who sells or services customers over the phone either inbound or outbound.

#### ➤ Telephone Preference Service (DMA TPS)

A service of the Direct Marketing Association for consumers who want to have their names removed from telemarketing lists.

### **Tracking**

This term refers to all kind of activities related to the process of monitoring list performance.

### **Tokens**

An action device, the purpose of which is to involve the prospect in the offer. It can be anything from a coin, peel-off stamp or a punch-out piece of paper that is inserted into the order form.

### **Universe Count**

The total count (number of names) on a list.

**Unique Selling Proposition (USP)**

The benefit that a product or service can deliver to customers that is not offered by any competitor: one of the fundamentals of effective marketing and business.

**Update**

Adding recent names and current information to a list.

**Usage**

This term refers to previous mailers who have used a specific mailing list in the past for their marketing purposes.

**USPS**

Acronym for the U.S. Postal Service.

**Vertical List**

A list that consists of address records from one specialized industry.

**YAPPIES**

Young Affluent Parents - a demographic grouping.

**Youth Market**

Young customers viewed as a marketing opportunity. Typically the term denotes those aged 16 to 24, but various age ranges are in use, from '12 to 24' to 'under 35'.

**YUPPIE**

Young Urban Professional - a demographic grouping

**Zip + 4**

A Zip+4 consists of the Zip Code, which identifies the individual post office or delivery area, and 4 additional digits that identify a specific range of delivery addresses. Use of the Zip+4 helps to eliminate undeliverable mail.

**Zip Code**

A group of five digits used by the USPS to designate specific post offices, stations and branches and the area served by each.

**Zip Code Sequence**

A mailing list prepared numerically in Zip Code sequence.