



The List — the Difference Between Success and Failure

Finding a list that will yield the results you want can sometimes be challenging.

A lot of factors come into play when choosing your list including:

- *The availability of selects for targeting*
- *The quality of names available utilizing those selects*
- *The reliability of the data*

In the world of B2B marketing, lists generally fall into three categories: house lists, response lists, and compiled lists. Each category has benefits, but a few stand out as profit-pullers.

House Lists

Made up of your current, past, and inactive customers, a house list is a major asset to the marketer's arsenal. Conventional wisdom says that your house list will outperform just about any list you rent. This list should be used to develop a relationship with your customers, not just market to them. Best of all, this list is free. To wring every dollar from your house list, you need to take care of it. Any investment you make in cleansing and enhancing the data will return to you 10-fold.

To maximize your in house data, you need to maintain the quality and completeness of this data. Regular data cleansing and data enhancement can help you increase profits through cross- and up-selling, uncover hidden sales opportunities, and deliver higher impact campaigns at a lower cost. Managing your customers better is the key to your success.

Response and Compiled Lists

The remaining two lists — response lists and compiled lists — both have their good points, but one stands out as a better investment. A response list includes files of magazine subscribers, catalog buyers, product users, and seminar attendees while compiled lists pull from a variety of sources. See the chart on page 3 for compelling reasons to use compiled data in your campaigns.

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Frontline View



With about half of the fiscal year down, marketers are scrambling to meet goals, make up for shortfalls earlier in the year, and achieve planned objectives. Unfortunately, the economy isn't cooperating, and these tasks can be difficult to achieve.

How are your sales and marketing initiatives working for you? Are you getting the response you need to be profitable and achieve your overall goals? If not, you might want to take a look at the foundations of all of your programs — the list. We're going back to basics in this issue by addressing the different types of B2B marketing lists and which ones will net you the best results.

Regardless of the type of list you purchase, data quality should be your main concern. Whether it's your own list or a purchased list, your results hinge upon the data that makes up your list.

D&B's main focus is data quality. We've created an extensive checks and balances process that enables us to offer you the freshest, highest quality data available. The depth of our core database benefits marketers in every industry. With data in every customer segment and industry, you have flexibility when choosing your lists from us. Data this specific precisely targets your efforts, which gets you results.

If you find yourself falling short of your goals — or if you'd like to improve your current sales and marketing results — D&B can help you. We'll help you choose the data that meets your specific needs.

Enjoy the information in this newsletter and use it to reach your year-end goals.

Until next month,

Doug Borchard,
Leader, Sales & Marketing Solutions

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Here's why:

	COMPILED LISTS	RESPONSE LISTS
<i>Comprehensiveness</i>	Total file coverage	Buyer/inquiry only
<i>Selectivity</i>	Demographics and firmographics	Not generally available
<i>Telemarketing</i>	Telephone numbers for 50%+ of records	Seldom allow telemarketing
<i>Price</i>	\$50/M to \$100/M	\$75/M-\$150/M
<i>Sample mail piece</i>	Not required	Required for approval
<i>Minimum requirements</i>	Reduced or no minimum	5,000-10,000 names
<i>Speed of delivery</i>	Minutes – 7 days	2-4 weeks
<i>Versatility</i>	Use for different offers – related or non-related	Use for only one offer
<i>Enhancement opportunity</i>	Industry-specific selects	Not possible with response lists without permission of owner
<i>Email addresses</i>	Permission or opt-in available	Not readily available

When you see these two lists side by side, you see that the benefits of compiled lists outweigh those of response lists. Regardless of which you choose, be sure to test and validate each campaign you run. After a little trial and error, you'll start seeing the results you want.

Grow your Business Seminars

Would you like to generate lists immediately over the Internet? Would you like to be able to analyze your in-house lists to determine a profitable marketing strategy? You'll see tools that can help you do these things and much more at D&B's **Grow Your Business Seminar**.

Grow Your Business: Profile, Prospect, Prioritize, and Profit caters to B2B marketers at companies of all sizes. The seminar will show you how the latest technology has made it possible to execute profitable sales and marketing initiatives quickly, easily, and cost-effectively. Learn more about increasing sales productivity using the Internet, the latest database management solutions, and inexpensive ways to maximize the value of your business data.

Whether you have a large budget or a small one, work in the corporate world, or own a small business, or if you want to see how the latest innovations in the B2B world can make your job easier (and make you more effective at your job), don't miss this seminar.

Visit <http://www.b2bsalesandmarketing.com/gyb> to see the schedule. These seminars are running through the end of the summer, so you'll have the opportunity to attend at a location near you. Register today because space is limited, and these seminars book quickly! All attendees receive a free gift and a money-saving offer that can help boost sales immediately.

Don't miss it!



Decide with Confidence

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What's New at D&B

D&B has just made it easier to conduct business with million dollar companies! We've enhanced the user interface of **Million Dollar Database on the Internet** to make it quicker and easier to navigate. In addition to the MDDI facelift, we've enhanced the search capability by adding NAICS Codes. Call **800.440.3867** for more information.

The Sales & Marketing Solutions section on dnb.com changes mid-June... D&B offers a variety of solutions to help you in every aspect of your business. We're doing some spring cleaning and reorganizing the Sales & Marketing Solutions section so it's easier to find the right solution for your company. We're also adding a lot of free information. Visit the product section of www.dnb.com, and click on Sales & Marketing Solutions to see our enhancements.

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Minority- and Women-Owned Businesses Directory changes format and name...

We're listening to your requests to move our information to the Web for easy access, and we're pleased to announce that we've changed the format of our former Minority- and Women-Owned Businesses Directory to Socio-Economic/Women-Owned Businesses Online. The new online directory has all the same information found in the print directory plus new enhancements like faster search capability, the addition of NAICS Codes, quarterly updates for fresher data, an easy-to-navigate user interface, and convenient print and download capability — all for the same price of the print directory! Call **800.526.0651** to find out more.

We want to hear from you!

D&B Sales & Marketing Solutions welcomes news, comments, and questions regarding editorial content.

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