

Mailing Lists

TARGETING YOUR AUDIENCE

Targeting is one of the most important aspects of Direct Mail. In fact, it has been said that 40% of a Direct Mail Program's success is related to the list used. How narrowly or broadly you target is up to you and the goals you want to accomplish. If you know your ideal customer demographic or psychographic profile, it's amazing just how precisely you can target your audience.

THE 3 MOST COMMON TYPES OF MAILING LISTS ARE:

- 1. Resident/Occupant Lists: Selected by zip code, county, city, by radius from a location, etc. These are very saturated lists, which get the best postage rates. Since only a portion of these records comes with names, a "static" first line of your choice can be inserted into the address block (example "To the Family at").*
- 2. Business Lists: Selected according to number of employees, sales volume, geographic location, years in business, etc. They can also be based on industry descriptions. Usually business lists come with the name of the owner, CEO, or manager, and you can often request more than one contact name or a specific position.*
- 3. Consumer Lists: Selected by age group, income level, gender, marital status, ethnicity/religion, housing type, hobbies & interests, households with children, etc. Consumer lists are usually more expensive than res/occ and business lists, because they are based on more specific criteria. Postage rates are higher than those of saturated lists, but the message can be more customized.*

JUST CURIOUS?

Your TVL rep will provide counts on your target audience for **FREE**.

"In retailing, the credo is 'location, location, location'. In Direct Mail, it's 'the list, the list, the list'."



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