



**DIRECT
MARKETING:
YOUR KEY TO
INCREASED
SALES**



Your Guide to Direct Marketing

How to Choose the Right Agency for Your Company

Direct marketing is an excellent way to reach your target market and bring excellent response rates. This guide is designed to answer questions you may have about direct marketing and help you choose the right direct marketing agency for your company.

What is Direct Marketing?

Direct marketing, also widely known as its subset, direct mail, is a marketing technique that uses database and mailing strategies in order to send marketing materials to a select demographic, place telemarketing calls to a chosen demographic, or use various forms of online advertising to target a specific audience with a tailored message.

Direct marketing helps companies achieve many of their business goals by helping them reach a targeted audience. A direct marketing agency will help your business connect with a particular sector of the population using a marketing message created specifically to appeal to that group.

Direct Marketing Channels

The primary focus of this guide is the direct marketing channel of direct mail; however direct marketing encompasses a variety of other methods, including email marketing, direct response radio and television campaigns, direct response magazine and newspaper ads, mobile marketing, digital and online coupons, and online tools such as display ads.

Direct mail includes advertising circulars, catalogs, free-trial CDs, pre-approved credit card applications, and other merchandising messages delivered by mail to homes and businesses.

Ten Key Benefits of Direct Marketing

1. Direct marketing helps you connect with your target audience. Strategies such as emailing, mailing, calling and connecting online with your target audience will help you reach these prospective customers. Your direct marketing agent can leverage a comprehensive database of U.S. residents and businesses, broken down by demographics and industry. This information is gathered on an annual basis from U.S. Census data.



2. Direct mail can be a very cost-effective strategy. By targeting an audience of individuals and businesses who have a reason to be interested in your product or services, you are increasing the chance that your marketing efforts will result in conversions. For example, if you are in the business of selling bulk-order books, it would make sense to target book stores rather than athletic clubs.
3. Your prospects appreciate the information. According to the *2011 DMA Statistical Fact Book*, 52.4 percent of consumers read direct mail from merchants. More than 53 percent said they found merchant mail "useful," and 55.6 percent found catalogs in particular to be useful, while 21.5 percent find catalogs interesting. And notably, nearly 17 percent of study participants had responded to mail offers.
4. Direct mail can help you reach decision makers. A postcard or letter addressed to the right person can make its way past a company's gatekeepers and get your message directly to the person who has the buying power.
5. Direct mail has predictable response rates. As stated in the Direct Marketing Association's *2010 Response Rate Trend Report*, "One reason why direct mail continues to be a go-to strategy for direct marketers is that improvements in printing and database technology as well as analytics have allowed direct mail and other offline media to deliver consistent response rates."
6. A letter is a more personal communication; a well-written direct mail letter reads as if you are speaking directly to your prospective customer, giving you the opportunity to expound on how your product or service can benefit them.
7. You can easily track the results and ROI of each campaign. You will likely find that a single mailing brings limited response, but with each successive mailing, your response rates will increase. You will also have the opportunity to adjust your message as the campaign progresses.



8. Direct mail gives your target audience a tangible item, which may remain in their home or office to be viewed multiple times, and by different individuals. It usually takes someone eight times to view a company logo or name in order to remember it. With direct marketing, your targeted audience will receive a letter or a postcard that they can hang on to. Your message may be viewed repeatedly, which increases the rate of memory retention for your company name and logo. You can increase the likelihood that your mail will be saved by including a coupon, small calendar, helpful hints, or other relevant items.

9. Direct mail marketing can be effectively integrated with other forms of marketing to increase your reach and response. A study by Vertis Communications found that 46 percent of adults responded to direct mail either by visiting the advertiser's store or website, calling a toll-free number or mailing an enclosed response card. And Cynthia Fedor, marketing team lead and senior copywriter at QuantumDigital, states, "Thanks to mobile marketing, the concept of direct mail is changing. No longer is it a static channel. By effectively blending relevant and targeted direct mail with digital response technologies, the offline becomes the online."

10. Direct marketing can help level the playing field for smaller companies. A well-executed direct marketing campaign can present your company at its best advantage. It can be a very effective means of building your brand and getting your message out.

Deliver magazine, quoting Rico Cipriaso, Director of Customer Relationship Marketing for the Kaplan Thaler Group, offered insight into the best way to utilize direct mail marketing. "Direct mail is about connecting with the right consumers, with the right message and in the right way," Cipriaso says. "In order to be successful, therefore, marketers must develop programs according to their objective, target and strategy," he adds. "It's also imperative that marketers do their "database homework" and know the economics of their effort—specifically analyzing its profitability or margin tolerance. Only by doing so will they know what vehicle is best suited to their needs and budget and, ultimately, deliver the greatest ROI."



Disadvantages of Direct Marketing

Response rates from direct mail marketing can be lower than those of inbound marketing methods. A study by the Direct Marketing Association found that direct mail draws an average 2.4 percent response rate. Your results may vary, of course, depending on your industry and the effectiveness of the design and marketing copy of your campaign.

Because it is basically a one-way form of communication, direct mail is less effective in establishing a rapport or dialogue with your customers than more interactive forms of marketing.

Direct marketing messages are ubiquitous, and therefore have a tendency to be overlooked. Some marketers have found ways to overcome this disadvantage by creating innovative and distinctive mail pieces that cannot help but capture the attention of recipients.

Two Important Tips for Getting Started

1. Calculate the costs. If you decide to try direct marketing, use the average response rate to estimate your break-even cost. *Ehow Money* suggests dividing the cost of the campaign by the cost of your product to calculate how many units you would need to sell in order to break even. If you find that you will need to see a substantially higher response rate than the DMA's stated industry average of 2.4 percent just to pay for the campaign, you might want to consider a different form of marketing.

2. Start small. If the results of your calculations are promising, then you might want to test the waters with a small but highly targeted campaign, keeping in mind that response rates typically increase with multiple mailings.

How to Choose a Direct Marketing Agency for Your Company

Selecting a vendor for direct marketing can be a challenge; there are many direct marketing companies all competing for the same business. Here are some considerations to keep in mind when selecting a direct marketing vendor:

- **Price** - The price for direct marketing services varies a great deal depending on which company you choose. Remember that if you use direct mail marketing, you will always have to pay for postage, but you should be able to get a bulk postage rate through your direct mail company. Also, look for a company that has an in-house printing and design service. This can decrease the total amount you would pay if you were to contract design, printing and delivery services separately.



- **Database** - All direct mail companies operate using a database. Make sure that the company you select has the most current version of the direct mail database based on current U.S. Census data. These databases are expensive to purchase, so double check that your direct mail company has made the investment.
- **Additional Features and Services** - Many direct marketing companies will not only mail or publish your direct mail collateral, but they will also provide design, print, and consultation, for a full-service, turnkey operation. Many offer database management, customer data integration, IT services, digital marketing, risk mitigation and consulting. Some offer specific services in analytics or search, as well as researching key purchase influencers.
- **Advanced Techniques** - Direct marketing technology and strategies are constantly evolving, and agencies that remain current are able to offer their clients greater options, such as campaigns that integrate direct mail with digital and other direct marketing channels in ways that boost response.
- **Unity of Purpose** - A good direct marketing agency will work with you to gain a thorough understanding of your business and your marketing goals. Your provider should help you to clearly define your target market and create your marketing message. Ideally, the agency you choose should also be willing to work together with any other agency you may enlist.
- **Agency Size** - Some marketers prefer to hire the largest agency they can afford, one that has experience working with top companies. Larger agencies may have talent in all related areas such as product development, packaging and pricing, as well as marketing/sales integration capabilities. Other marketers prefer smaller agencies that are not publicly owned and whose sole accountability is to their clients.
- **Specialization** - You may prefer to work with an agency that specializes in your industry, although there can be advantages to choosing an agency that has worked with companies in several industries. "Experiences often can adapt nicely across vertical markets," says Fern Goldstein, group account director with MRM Worldwide. "While having the same or similar industry experience is helpful in terms of shortening the learning curve, it is highly beneficial to leverage experiences across industries."



The biggest challenge in finding the right direct marketing agency, according to Ramesh Ratan, DMA's exec VP-chief operating officer, is "finding one that can take a multichannel, multi-model approach to helping you. Marketers aren't going to the same places for marketing services as they used to," he adds. "The smart agencies are realizing this and are building new capabilities."

Selecting a direct marketing provider is a major decision for most companies, and one that should be made carefully. At InsideUp, we have selected top agencies that can provide high quality direct marketing services at significant cost savings. We encourage you to take two minutes to fill out the form above and get matched with direct marketing agencies, which will provide you with custom quotes.

Glossary

M

Per thousand.

MM

Per million.

Abandoned Call

When a caller hangs up before the call is answered or when put on hold.

Above the Fold

Part of a Web page or e-mail message that can be seen without scrolling. A newspaper term referring to text at the top of the page, literally above the fold.

Accordion Fold

Type of zigzag fold that makes paper open up like an accordion, as opposed to a letter fold or "roll fold."

Affiliate

Person or business that promotes someone else's products and receives a commission for sales or clicks.

Affinity

Meaningful connection between a group of people and the offer being made to them.

Alternate Delivery

Means of delivering an item to households, such as a direct mail piece or sample, without using the post office.



Aqueous Coating

After printing, a clear coating applied to paper to improve durability or achieve a visual effect.

Authentication

Automatic verification of an e-mail sender's identity.

Automatic Call Distributor

Computerized means of queuing incoming calls and routing them to available agents to improve call center efficiency.

Automation-Compatible Mail

Mail that meets post office guidelines for processing by automated equipment, such as barcode scanners and sorting machines.

Bangtail

Return envelope with a reply form attached to the flap. The reply form tears off and is returned in the envelope. Also referred to as a "hot potato."

BANT

Acronym for Budget, Authority, Need, and Time Frame. Generally used when discussing sales lead generation and categorizing prospects.

Barcode

Series of vertical bars below the address on a direct mail piece, representing the nine-digit ZIP code and allowing automated sorting and routing of mail.

Bind-In

Printed piece bound into a magazine, catalog, etc. Often a reply card. These are common in magazines to offer subscriptions.

Bingo Card

Reply card in a publication offering an easy means to request information from advertisers whose ads appear in the publication. Called a "bingo card" because it is often covered with numbers corresponding to offered information, making the card look similar to a card used to play bingo.

Blacklist

List of domain names or IP addresses considered to be spammers. The list is used to filter e-mail messages.



Bleed

Color or images running past the edge of a printed page. This is done by printing on larger paper and trimming to the final size.

Blow In

Printed card inserted into a publication loosely so that it falls out when the publication is read.

Body Copy

The text in an advertisement or direct mail piece following the headline which contains features, benefits, sales arguments, and the offer.

Bounce

When an e-mail is not able to reach an individual, often because of a wrong address, full mailbox, spam filter, or problems with the e-mail server.

Bounce Back

Reply piece included in the package delivering the products ordered or information requested. It often contains another offer.

Bounce Rate

Percentage of Web site visitors who leave immediately after arriving on a page.

Broadside

Advertisement printed on a large sheet of paper with the main selling message on one side. An alternative to a standard booklet type brochure in a direct mail package.

Buckslip

Small piece of paper inserted into a direct mail package to emphasize certain information.

Bulk Mail

Officially called Standard Mail. Class of mail for sending large quantities of similar items where postage is calculated on weight, shape, thickness, and quantity. Less expensive than First Class.

Bulk Mail Center (BMC)

Mail processing plant which handles bulk mail.

Business Reply Card (BRC)

Postage-paid card that serves as a response device. On one side is a reply form and on the other side is specially formatted address information.



Business Reply Envelope (BRE)

Specially formatted, postage-paid envelope used to return a reply form or order form.

Business-to-Business (B-to-B or B2B)

Type of marketing where businesses offer products and services to other businesses.

Call to Action (CTA)

Part of the written message that tells the reader to respond and provides an easy means of doing so, with a toll-free number for example.

Call Out

Small bit of copy used to call attention to something, separate from the main text, often with a line connecting it to the feature being highlighted.

Can-Spam-Act

Acronym for Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003. U.S. Law governing commercial e-mail.

Card Deck

Stack of postcards mailed together in an envelope, each card promoting a different product or service.

Carrier

Another name for the outer envelope in a direct mail package.

Carrier Route Sort

Presorting a mailing list to match a postal carrier's delivery route. Doing this allows for a postal discount.

Cheshire Labels

Labels preprinted with mailing addresses and affixed to a mail piece.

Circulation

Distribution count for a publication, including paid and unpaid subscriptions. This is the "reach" of a publication.

Cleaning

Process of removing unwanted data from a mailing list, including undeliverable addresses and duplications.

Click and Mortar

Business with both an online store and a physical store.



Clickstream

Record of a person's Internet activity, showing sites visited and pages viewed.

Clickthroughs

The number of people who click a link in an e-mail message. Can be used to calculate the "clickthrough rate" for an e-mail message.

Closed-Face Envelope

An envelope without an address window. The address is printed directly on the envelope or on labels affixed to the envelope.

Close Rate

In lead generation, the percentage of sales calls resulting in a sale.

CMYK

The ink colors in a four-color printing process: cyan, magenta, yellow, and black.

Coding Accuracy Support System (CASS)

System created by the U.S. Postal Service to improve the accuracy of addressing by service bureaus and to properly code mailings for delivery.

Compiled List

Type of mailing list created by collecting names and addresses from public records, directories, and other sources. The least targeted type of mailing list.

Continuity Program

Arrangement where customers agree to a series of regular, small purchases over time. For example, a series of books shipped and paid for at a rate of one per month.

Control

The most successful direct mail piece or ad, determined after testing against other direct mail pieces or ads.

Controlled Circulation

Free distribution of a publication to increase circulation and raise advertising rates. (See Paid Circulation.)

Conversion Rate

The percentage of inquiries that result in a sale.

Co-op Mailing

Mailing with offers from multiple businesses.



CPI (Cost Per Inquiry)

The cost of your campaign divided by the number of inquiries you receive. This tells you how much you have spent to acquire one inquiry or potential buyer.

Cost Per Piece

Total cost of a mailing divided by the number of pieces mailed. Includes list rental, printing, and postage. The cost of copywriting and design are sometimes included, but not always since this is generally a one-time cost.

CPM (Cost Per Thousand)

The cost to deliver your message to 1,000 people or the purchase price of 1,000 names of a mailing list. (The M is from the Roman numeral which stands for 1,000.)

CPO (Cost Per Order)

The cost of your campaign divided by the number of orders you receive. This tells you how much you have to spend to acquire one customer.

Coupon

Reply form within the design of a printed ad. May also refer to a reply card in a direct mail package.

CRM (Customer Relationship Management)

Strategy for boosting revenue and customer satisfaction by improving the customer experience with a company and its products and services.

Cross Sell

Encourage established customers to buy different but related products. Getting a computer buyer to purchase a printer, for example.

Data Card

Collection of information describing the characteristics of a mailing list.

Data Mining

Discovering patterns and relationships within customer data to reveal what customers want and how they act.

Database

Collection of personal and/or transactional information about customers or prospective customers. The repository of information about a company's relationships with people.

Database Modeling

Predicting customer behavior by using statistical techniques.



Decoy

Name included in a mailing list to catch people who disregard the terms of the list rental agreement. If the agreement is a one-time rental and the renter mails to the list more than once, the decoy will receive the mailing and inform the list owner.

Demographics

Statistical information about groups of people, such as age, sex, income, education, etc.

Direct Mail

Medium used to deliver advertising directly to postal addresses, including envelopes, self-mailers, postcards, flyers, and catalogs.

Do Not Call List

List of people who do not wish to receive telemarketing calls.

DPI

Short for Dots Per Inch. In printing, the number of ink dots that fit into a 1" x 1" square.

Double Opt-In

Technique for double checking that e-mail subscribers actually want a subscription. They must subscribe then confirm the subscription.

Drop Date

Scheduled day when a mailing is to be delivered to the post office.

DRTV

Short for Direct Response Television. Medium used to deliver ads to TV viewers and asking for an immediate response.

Duotone

Image created using two colors.

Dupe

Short for duplicate or duplication. Names that appear more than once in a mailing list.

Duplex Lasering

Laser printing simultaneously on the front and back of a printed piece.

ECO A

Short for E-mail Change of Address, a system to help update e-mail address lists.

E-mail Appending

Adding individual e-mail addresses to a database of names and postal addresses.



E-mail Filter

Software that blocks incoming e-mail based on sender address, subject matter, or other factors.

Flyer (or Flier)

Promotional piece created from a single sheet and usually not folded. Smaller than a broadside.

FPO

For Placement Only. Mark to indicate the position of a design element which is not yet ready. A placeholder.

Free-Standing Insert

Printed advertisement inserted, but not bound, into a publication.

Freemium

Free gift included in a mail package to increase response. The word is a spin off of "premium," also a gift but which is usually given after a purchase.

Frequency

For a given customer, the average number of purchases within a certain time period, such as 2 purchases per month.

Fulfillment

The process of responding to a customer purchase or request, including shipping ordered products.

Gatefold

Parallel folds on printed piece resulting in flaps folding toward each other like a gate.

GIF

Acronym for Graphics Interchange Format, a type of graphic format used on Web sites.

Halftone

Printing that uses dots of ink to create various shades of a color.

Hard Bounce

When an e-mail message is rejected or "bounced" because of a bad address.

Hotline List

The most recent additions to a mailing list representing those who have just made a purchase and are therefore desirable customers.



House List (or House File)

List of buyers and prospects maintained by a company. This is the most valuable asset for any direct marketer.

HTML

Short for Hyper Text Markup Language, the programming language used to create Web pages.

Hyperlink

Text on a Web page or in an electronic document which can be clicked with a mouse to open another page or document.

Imposition

Arranging pages so that they print in the correct order.

Indicia

Preprinted mark in the upper right of mail piece which shows that postage has been paid.

Ink Jet Printing

Means of printing where ink is sprayed onto paper.

Insert Media

Print media delivering advertising to consumers by means other than solo direct mail or space advertising. Includes card decks, cooperative mailings, statement stuffers, package inserts, blow-ins or bind-ins, and free-standing inserts.

Internet

Global network of interconnected computers of which the World Wide Web is one part.

IP Address

Short for Internet Protocol address, a unique number identifying a device connected to the Internet.

ISDN

Acronym for Integrated Services Digital Network, a set of standards for telephone transmission technology.

ISP

Acronym for Internet Service Provider, a company providing access to the Internet.



Inquiry

Request for information from a prospective customer.

Johnson Box

Type of headline at the top of a letter, originally set in a box with solid borders or a border made of asterisks. Named for the inventor, Frank Johnson.

JPEG

Acronym for Joint Photographic Experts Group, a type of compressed graphics file used primarily for color images on Web sites.

Key Code

See Source Code.

Labels

Strips of paper printed with a mailing address and affixed to a mail piece.

Landing Page

Web page that is reached when a link is clicked, specifically a special page designed to receive traffic from particular links.

Laser Printing

Means of printing using a laser to etch a photoelectric drum which then applies toner to paper.

Lead

Person identified as a potential client or customer after asking for information or meeting certain buying criteria. Generally a more qualified possibility than a "prospect."

Lead Generation

Process of identifying prospective customers for a sales pitch or further marketing efforts.

Lettershop

Printing business that specializes in direct mail. They can print, assemble, address, and mail any type of direct mail piece.

Lifetime Value

Net profit a customer is likely to generate during their relationship with a company.



Lift Note

Second, shorter letter in a direct mail package with a highly focused message. Generally signed by a different person.

List

Collection of data that may include names, addresses, phone numbers, e-mail addresses, and other information for a group of people who share a common characteristic, such as being sports car owners or doctors.

List Broker

Person or business that helps locate and purchase lists that are appropriate for a given direct mail or e-mail campaign.

Lithography

Printing process in which an image is created using plates with areas that variously absorb or repel ink and can press the image onto paper.

Magalog

Direct mail sales format that looks like a magazine or catalog.

Mail Preference Service

Service of the Direct Marketing Association allowing people to remove their names from mailings lists (at least from lists of mailers who cooperate with the program).

Merge/Purge

Combining two or more lists while simultaneously removing duplicate data.

Multiple Buyer

Customer who has made purchases more than once. Also called "repeat buyer."

National Change of Address (NCOA)

Means provided by the U.S. Postal Service to correct addresses on a mailing list prior to mailing.

Negative Option

Type of offer where the customer agrees to ongoing shipments or purchases of a product or service, which will stop only when the customer asks for them to stop. One example is a book of the month club.



Nixie

Mail piece returned by the post office because the address is not deliverable. This term refers specifically to mail returned for reasons other than a change of address, such as "No Such Street," "Insufficient Address," "Attempted-Not Known," or "Deceased."

Offer

The deal you propose to a potential buyer to encourage a purchase. The offer includes price, guarantee, premiums, etc.

Offset Printing

Printing method in which ink is transferred or "offset" from a plate to a roller then to paper.

Open Rate

Number of people who open an e-mail message divided by the total number of e-mail messages sent.

Opt-In

To grant permission for a company to send e-mail by making a direct request to be included on a mailing list.

Opt-Out

To decline permission for a company to send e-mail by making a direct request to be excluded from a mailing list.

Outsourcing

Hiring someone outside a company to do work.

Overline

Headline above the main headline, usually in smaller type. It can be part of the headline or an introductory statement.

Package

Direct mailing consisting of an envelope and all its contents, including a letter, order form, brochure, etc.

Package Insert

Promotional piece sent along with a product shipment. Some businesses make additional revenue by including inserts from other companies.



Paid Circulation

Distribution of a publication to those who pay for a subscription. (See Controlled Circulation.)

Pass Along

Readership of a publication or mailing beyond the original recipient. Also a printed piece intended to be passed on to someone else.

Peel-Off Label

Self-adhesive label which can be removed and attached to a reply card or order form.

Personalization

Inserting a person's name or other unique information into the message of an advertisement.

Phishing

Method for identity theft using what appears to be a legitimate e-mail message to get people to reveal personal information, such as credit card or bank account numbers.

PMS Color

Color in the Pantone Matching System, a widely used system for naming and identifying specific colors for printing.

Poly Bag

Alternative to paper envelopes made of transparent plastic called "polyethylene."

Pop-Up

Ad or message that "pops up" in your browser window.

Positive Option

Type of offer where the customer is given the opportunity to purchase repeatedly, but where there is no implied obligation. No products or services are provided until the customer asks for them.

Premium

Gift or bonus offered to encourage people to buy a product or service.

Prepress

Various actions taken to prepare an item for printing, such as separating the colors of a piece into separate printing plates.

Presorted Mail

Mail that has been sorted by address or carrier route in order to reduce costs of the U.S. Postal Service and thus create postal savings for the mailer.



Prospect

Someone who has been identified as a potential customer or client.

Prospecting

Process of finding potential customers by advertising specifically to groups of non-customers.

Psychographics

Descriptive information about groups of people, such as lifestyle, attitudes, and values.

Purge

Cleaning technique for mailing lists which removes bad addresses, duplicates, or undesirable names.

Recency

Time since the latest purchase or activity for a person or business.

Registration

Alignment of printing plates using "registration marks" that are located at identical places on each plate.

Reply Card

A card in a mailing used by the recipient to reply to the offer.

Response Device

The part of a direct mail piece or ad returned to the advertiser, such as an order form, reply card, or coupon.

Response Rate

The number of responses to an offer divided by the total number of people who received the offer. Generally stated as, "That mailing generated a 5 percent response."

Retention

Efforts by a company to keep customers or clients from defecting to the competition.

Return on Investment (ROI)

Money earned compared to money spent, a figure used to determine how profitable a business is.

Rich Media

Communication content that includes video, audio, or animation.



RFM

Acronym for Recency, Frequency, Monetary value. A formula used to predict the potential sales of a given universe of prospects.

RGB

Stands for Red, Green, Blue. The color system used primarily by computer and television monitors to produce color images.

Roll Fold

A way of folding paper similar to how you would fold a letter, so that all the folds are in the same direction.

Rollout

Mailing to the rest of a mailing list after testing the mail piece on a smaller sample of that list.

Salutation

The part of a letter that addresses the reader, such as "Dear Friend" or "Dear Sally."

Self-mailer

A piece of direct mail without an envelope. Technically, this can include catalogs, booklets, slim-jims, folded mailers, and postcards. However, the term usually refers to a folded mailer.

Seeding

Adding names to a mailing list to reveal unauthorized use. See Decoy.

Segmentation

Dividing potential buyers into smaller groups based on buying patterns or demographic information.

Selects

Sub-groups of a mailing list based on geographic location, age, gender, or other information. Used to fine tune a marketing effort.

Service Bureau

Business that maintains, updates, cleans, and enhances mailing lists for list owners.

Sheet-Fed Press

Printing press that prints one sheet at a time as opposed to a web press, where paper is fed into the printer from a continuous roll.

Shopping Cart

Software that holds selected products online until the buyer is ready to complete the purchase.



Sorting

Organizing a list into a particular sequence, for example by name, company, or ZIP code.

Source Code

Also called "key code." A series of letters and/or numbers placed on a reply device to help identify the source of the reply. For example, if you mail the same package to two lists, the source code will identify which list generated each reply.

Space Advertising

Ads placed in print publications.

Spam

Unsolicited or unwanted commercial e-mail.

Split Test

Technique used to test an offer or message for the same audience at the same time. For example, you could run two different ads in the same print run of a magazine to see which is most effective.

Spoofing

Masking a sender's e-mail address with a fake address to make the recipient think the message is from a trusted source.

Spot Color

Specific, individual ink color for printing as opposed to process colors, which are made by mixing up to four inks. See CMYK.

Spyware

Software that tracks and communicates computer activity, usually without the user knowing about it.

Statement Stuffer

Small promotional piece inserted into an envelope that contains a billing statement.

Stochastic Printing

Also called FM or Frequency Modulation printing. Printing method using dots of various density that are not in a grid pattern (as with ordinary screen printing) in order to achieve a more realistic image.



Take-One

Promotional literature (usually one sheet) placed in high-traffic areas, such as grocery stores.

Teaser

Words that create curiosity and make the reader want to know more. Usually found on the outside of an envelope to encourage the recipient to look inside.

Telephone Preference Service

Service of the Direct Marketing Association allowing people to remove their names from telemarketing lists (at least from lists of telemarketers who cooperate with the program).

Throwaway

Cheaply printed ad or flyer used for mass distribution where the response is expected to be low. Most people will throw it away, so it must be economical.

Tip On

Usually refers to an item that is glued to a printed piece, such as a reply card "tipped on" to a mailing piece.

Token

Involvement device used with a call to action, such as a sticker that reads "Yes!" which must be affixed to a reply card.

Traffic Builder

Any advertising effort intended to draw people to a certain place, such as a store or a Web site.

Trim Size

Size of a printed piece after it has been printed on a larger sheet then cut to its final size.

Universe

The total group of people or businesses that are being targeted in a campaign or all those who are potential buyers for a product or service.

Variable Data Printing See Personalization.

Web Press

High-speed printing press using paper from a large continuous roll instead of inserting individual sheets.

Whitelist

List of domain names or IP addresses specifically identified as not spammers. The list is used to assure that legitimate e-mail messages are received.