

# List Management

Tricks to exploit the lists.

## **Files supporting direct marketing :**

In countries like DE UK etc. before to send a mailing , usually the list is cleaned from dead, and address changed (with the support of movers files ), postal addresses are corrected (normalization programs), and finally who do not want the publicity (robinson) is removed. It happens that you send less wrong messages and you have more chances to arrive at the right destination.

**In Italy** there is only a register "do not call register " named "registro delle opposizioni" but it is dedicated and mandatory only for directories, in Italian now called " Data Base Unico."

After many attempts now seems to work a movers file managed by "poste italiane". Only B2C postal addresses ( about 350000 per year ). The list is called "seguimi".

However normalisation and deduplication follows European standard of quality and are cheaper than EU.

## **Postal returns :**

Another issue is about postal returns. Sometimes these errors are written in addresses, sometimes errors come from the postal system, sometimes the address is dead or address changed. Let's say that up to a 7% return post is a normal fact. Usually those who rent lists give back money when the share of postal returns is in excess of 7%.

Database cleaning : there are list owners who decided to see back the mailing 3 times, before deciding to remove the record from the database. Especially if it is a customer list.

In the case of e-mail is the fastest and high mortality. Even in this case should be considered the cleaning procedures taking into account that ISPs tend to block an average of 20% of dem sent. Sometimes the blockage is only due to the fact that a certain word (such as "free") is in the subject line, sometimes ISPs classify illegal list submission and the countryside is blocked as spam.

For those that do not make sense to buy a CD with millions of email messages since then they go straight into the spam.

## **Data verification:**

In case of B2B addresses if the list is old or incomplete it is possible to "verify" with an updated list (eg the list chamber of commerce ) and will be used only to make the mailing addresses that have found a match.

The VAT code is the key to engagement. The chamber of commerce provides a check on the data, validate postal addresses, add information such as: sales, cardholder name, phone number, business sector, rating, etc.

The most important aspect to improve the deliverability is definitely the work of standardization, normalisation and deduplication.

## **The normalization:**

The normalization distinguishes the various fields of the address. Then checks the delivery point ( zip code - town - street). The normalizers most advanced feature support tables that cover the whole territory then also the delivery points of the small villages. The standards normalization programs shall conform to the standards of the Italian post offices because it remains the most popular courier. The tables in support of the Italian post office are in constant evolution. For example, in May 2014 were merged

200 locations and then changed their zip code. During normalization the streets are corrected and renamed. Even dug (street, square, etc.) is corrected and shortened.

The most important task is to make post code, city and province abbreviation adequate.

In case of error, there are criteria for automatic correction (the classic case is an address in Milan with cap 20100, which is corrected by following the directions of the road in Milan) in the case of the city of the same name (Santa Maria) then abbreviation province decides which zip code is the right one and so on according to many and various types of cases generated by the experience and correction and analysis of waste; In fact, when the automatic correction does not allow it, it creates a gap that can be resumed manually.

Before an action in which you use various lists, it should be made the elimination of the doubles. And exclude the customer list that is supposed to receive other types of communications.

### **Merge/purge.**

Tests of lists should be placed on top of the stage deduplication (so in case of duplication with a list of

extensions you delete the name in the list of extension). Foreigner supplier lists used to repay double, while in Italy it tends to give a 10% of addresses in any more free to "falls".

To ask more than 10% of addresses is a suspect activity because in the past some fraudulent players used this tricks to pay less.

Mention of the hidden duplicity:

In testing the random selection allows you to avoid sending the mailing to 2 people of the same family and often also at the level of the building.

If you get in the test such as a redemption of the 1% certainly, by experience, being extended this result will not be achieved since the complete list there are the double hidden (in the case of husband and wife with 2 different names) and given that other neighbors can receive the same offer that loses in terms of impact and uniqueness.

We will see later that the redemption is predicted by taking the minimum point of the confidence interval of the statistical projection of the test result.

## Italy and EU : main differences

Foreigners uses to build lists "co-op databases" that are the union of various lists from various companies (usually mail order distance sales).

The purpose is to find segments with similar profiles to their customers. The list / segment that is most often matched with the customer list is the best target to recruit and that will give the best results.

To build co-op databases occurs a critical mass of records ( for instance 10 ml of records).

In Italy these kind of databases are difficult to build because the data protection law is strict. Usually we can use data to send messages for thirds and not to build another DB. It would be necessary a specific informative but nobody writes it.

For the same reason it is difficult to append B2C data because if data exist, but there is not the permission to use it to enhance another database.

The final point is dedicate to the lack of sensitive to inspect the lists. We mean:

- Clean the list from the names of the dead.

- Periodically update the list with the new addresses of those who have moved house.
- Enriching the available data with others: age-profession - etc. for a better profiling. (law permitting).
- Exclude from the list those who are pinned to lists robinson ie those who do not want to receive advertising.

The problem is that the aspect to send commercial messages "off-target" is underestimated but can generate displeased that if collected by the journalist or The Commissioner produces solutions restrictive and not professional remedies.