



The REaD Group plc



It doesn't need to be mind bogglingly scientific

If you're not a boffin here are a few pointers on how to meet the new DMA / Defra targets set for the direct marketing industry



You'll no doubt be aware that Defra and the DMA have agreed a 'responsibility deal' with the intention of improving the environmental performance of the direct marketing industry. Their overarching aims are to create a zero waste economy and a low carbon industry.

The DMA has come up with three areas where the industry can make significant improvements:

- 1** Waste prevention - reducing the quantity of direct marketing material
- 2** Sustainable productions and distribution
- 3** Consumer recycling

The worrying thing is that if the industry doesn't adjust the way it works then it can expect regulations restricting mail volumes – **or even the jump to an 'opt-in' model.**

The DMA wants direct mailers to increase their use of suppression and targeting data by 25%.

These days all direct marketers understand that suppressing data reduces costs, improves response levels and safeguards against brand damage. Most marketers already use suppression files as a standard part of their data management process.

It would be madness to continue wasting money mailing somebody that is no longer there and not try to re-engage with those that have moved on.

Many companies already invest heavily in the data they hold on their prospects and customers, nurturing and interpreting the information to ensure they market to the right segments, using the most appropriate channels and at the right time. It can get mind bogglingly scientific.



So before you embark on a mission to clean up your data and improve your targeting, here's some advice from the experts:

1. Don't be too keen – suppression should be carried out with intelligence and consideration to ensure you are enhancing the information. Make sure you don't over suppress and risk removing existing customers.
2. Test several different matching criteria – too tight and you risk mailing gone-aways and the deceased, too loose and over-suppression comes into play.
3. Verified data trumps assumed data every time. Don't solely rely on 'Postal Returns' or suppression files compiled using assumed data sources – ask what data they use.
4. Over suppression is most likely to occur when you use files that contain assumed data.
5. Use a relocation file. This not only gives the new address for a customer who has moved, but also gives you the name of the new occupier who is a potential new customer.
6. Try using segmentation that includes spending patterns as well as geo demographic within your database. That way you'll not only identify individuals that are most likely to be interested – but also individuals who are actively spending right now.
7. Multi-channel campaigns get a better response than single channel campaigns. So use postal alongside other channels – reducing the need to mail so many to achieve your campaign targets.

For more advice refer to our whitepapers (Please click on the buttons below.)

**From No Suppression
to Over Suppression**

Life After Suppression