

## Direct Marketing Glossary at [www.dmlr.org](http://www.dmlr.org)

### **E**

#### EDITING RULES

Specific rules used in preparing names and address records that treat all elements the same way at all times. Also, the rules for rearranging, deleting, selecting, or inserting any needed data, symbols and/or characters.

#### EDITORIAL

All matter in a publication which is not advertising: also used to refer to 'soft sell' copy in a promotion.

#### ENVELOPE STUFFER

Any advertising or promotional material enclosed in an envelope with business letters, statements or invoices.

#### EXCHANGE

An arrangement whereby a mailer who owns a list obtains another mailing list for promotion by 'exchanging' a specified number of names on his list for a specified number of names on the other list.

#### EXPIRATION

A subscription which is not renewed.

#### EXPIRATION DATE

Date a subscription expires.

#### EXPIRE

A former customer is no longer an active buyer.

### **F**

#### FIELD

Reserved area in a computer which services a similar function in all records of the file. Also, location on magnetic tape or disc drive which has definable limitations and meaning. e.g. Position 1-30 is the Name Field.

#### FILE MAINTENANCE

The activity of keeping a file up-to-date by adding, changing, or deleting data (all or part). Synonymous with List Maintenance.

#### FILE SEQUENCE

The sequence (alphabetical, postal code) in which a list of names is maintained.

#### FILL-IN

A name, address or other words added to a pre-printed letter.

#### FIRST COVER

The front cover of a magazine.

#### FIRST-TIME BUYER

One who buys a product or service from a specific company for the first time.

#### FIXED FIELD

A way of laying out, or formatting, list information in a computer file that puts every piece of data in a specific position relative to every other piece of data, and limits the amount of space assigned to the data. If a piece of data is missing from an individual record, or if its assigned space is not completely used, that space is not filled (every record has the same space and the same length). Any data exceeding its assigned space limitation must be abbreviated or contracted.

#### FLYER

A small advertising circular or folder for mailing.

#### FORMER BUYER

One who has bought one or more times from a company with no purchase in the last twelve months.

#### FORWARD SORTATION AREA (FSA)

The first three characters of the postal code that identify a specific geographic area.

#### FOUR COLOUR OR FULL COLOUR

A promotion that is in colour.

#### FOURTH COVER

The back page of a magazine.

#### FREE-STANDING INSERT

A promotional piece loosely inserted or nested in a newspaper or magazine.

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### FREQUENCY

The number of times an individual has ordered within a specific period of time. (See Monetary Value and Recency).

### FRIEND-GET-A-FRIEND

(Also called MEMBER-GET-A-MEMBER). A special promotion designed to get current customers to sell the company's product or service to their friends.

### FRONT END

Activity necessary, or the measurement of direct marketing activities, leading to an order or a contribution.

### FULFILMENT

(1) All mailing activities performed after printed pieces and mailing list data are delivered to the mailing service plan; (2) the physical handling of an order, an information request, a premium, or a refund.

### FUND RAISING LIST

Any compilation or list of individuals or companies based on a known contribution to one or more fund raising appeals.

## G

### GEOGRAPHICS

Any method of subdividing a list, based on geographic or political subdivisions.

### GIFT BUYER

One who buys a product or service for another.

### GIMMICK

Attention-getting device, usually dimensional, attached to a direct mail printed piece.

### GUARANTEE

A pledge of satisfaction made by the seller to the buyer and specifying the terms by which the seller will make good his pledge.

## H

### HALF-LIFE

A formula for estimating the total response to be expected from a direct response effort shortly after the first responses are received.

### HARD OFFER

An offer that concludes a sale as concretely as possible (for instance, cash only, no cancellation privilege, full price) with few extra incentives for ordering.

### HIGH-TICKET BUYER

Buyers who have purchased expensive items by mail.

### HOT-LINE LIST

The most recent names available on a specific list, usually no older than three months. In any event use of the term 'hot-line' should be further modified by 'weekly', 'monthly', etc.

### HOUSE LIST

Any list of names owned by a company as a result of compilation, inquiry or buyer action, or acquisition, that is used to promote that company's products or services.

### HOUSE-LIST DUPLICATE

Duplication of name-and-address records between the list user's own list and any list being mailed by him on a one-time use arrangement.

## I

### INCENTIVE

An item with a perceived value which is offered to induce or encourage action.

### INQUIRY

One who has asked for literature or other information about a product or service. Unless otherwise stated, it is assumed no payment has been made for the literature or other information. (Note: a catalogue request is generally considered a specific type of inquiry).

### INSERT

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An item inserted into another item e.g. a card inserted into a magazine or a separate promotion inserted into a newspaper or a promotional effort inserted into a mail mailing.

### INSERTER

Machinery that inserts various mailing package components into an outer envelope.

### INSTALMENT BUYER

One who orders goods or services and pay for them in two or more periodic payments after their delivery.

### INTER-LIST DUPLICATE

Duplication of name and address records between two or more lists, other than house lists, being mailed by a list user.

### INTRA-LIST DUPLICATION

Duplication of name and address records within a given list.

## J

### JOB FUNCTION

(1) The descriptive title of an executive at a business address; (2) the title added to a three-line business address to direct the mailing piece to a given function.

### JOHNSON BOX

Graphic device often used to highlight a message in direct mail letters.

## K

### KEY

One or more characters within a data group that can be used to identify it or control its use. Synonymous with Key Code in mailing business.

### KEY CODE

A group of letters and/or numbers, colours, or other markings, used to measure specific effectiveness of media, lists, advertisements, offers, etc., or any parts thereof.

### KILL

To delete a record from a file.

## L

### LABEL

Piece of paper containing the name and address of the recipient which is applied to a mailing for address purposes.

### LARGE VOLUME MAILER

Any customer who qualifies for incentive postal rates and conforms to regulations respecting the requirements for mail preparation.

### LASER LETTERS

Letters printed by the latest in high-speed computerized imaging.

### LAYOUT

(1) Artist's sketch showing relative Positioning of illustrations, headlines and copy. (2) Positioning subject matter on a press sheet for most efficient production.

### LETTERHEAD

The printing on a letter that identifies the sender.

### LETTERSHOP

A business organisation that handles the mechanical details of mailings such as addressing, imprinting, collating, etc. Most lettershops offer some printing facilities and many offer some degree of creative direct mail services.

### LIFT LETTER (Memo)

A separate piece, added to conventional solo mailings, asking the reader to consider the offer just once more.

### LIST (Mailing List)

Names and addresses of individuals and/or companies having in common a specific interest, characteristics or activity.

### LIST BROKER

A specialist who makes all necessary arrangements for one company to use the list(s) of another company. A broker's services may include most, or all, of the

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following: research, selection, recommendation and subsequent evaluation.

### LIST BUYER

Technically, this term should apply only to one who actually buy mailing lists. In practice, however, it is usually used to identify one who orders mailing lists for one-time use; a List User or Mailer.

### LIST CLEANING

The process of correcting and/or removing a name and/or address from a mailing list because it is no longer correct. term is also used in the identification and elimination of house list duplication.

### LIST COMPILER

One who develops lists of names and addresses from directories, newspapers, public records, sales slips, trade show registrations and other sources for identifying groups of people or companies with something in common.

### LIST EXCHANGE

A barter arrangement between two companies for the use of a mailing list. May be: list for list, list for space, or list for comparable value -- other than money.

### LIST MAINTENANCE

Any manual, mechanical or electronic system for keeping name-and-address records (with or without other data) up-to-date at any specific point in time.

### LIST MANAGER

One who, as an employee of a list owner or as an outside agent, is responsible for the use, by others, of specific mailing lists. The list manager generally serves the list owner in several or all of the following capacities: list maintenance (or advice thereon), list promotion and marketing, list clearance and record keeping, collecting for use of the list by others.

### LIST OWNER

One who, by promotional activity or compilation, has developed a list of names

having something in common; or one who has purchased (as opposed to rented, reproduced, or used on a one-time basis) such a list from the developer.

### LIST RENTAL

An arrangement whereby a list owner furnishes names to a mailer, together with the privilege of using the list on a one-time basis only (unless otherwise specified in advance). For this privilege, the list owner is paid a royalty by the mailer.

### LIST ROYALTY

Payment to list owners for the privilege of using their names on a one-time basis.

### LIST SAMPLE

A group of names selected from a list in order to evaluate the responsiveness of that list.

### LIST SEGMENTATION

(See List Selection)

### LIST SELECTION

Characteristics used to define smaller groups within a list (essentially, lists within a list). Although very small, select groups may be very desirable and may substantially improve response; increased costs, however, often render them impractical.

### LIST SORT

Process of putting a list in a specific sequence or from another sequence or no sequence.

### LIST TEST

Part of a list selected to try to determine the effectiveness of the entire list. (See List Sample).

### LIST USER

One who uses names and addresses on someone else's list as prospects for the user's product or service; similar to Mailer.

### LOAD UP

Process of offering a buyer the opportunity of buying an entire series at one time after

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the customer has purchased the first item in that series.

### LOCAL DELIVERY UNIT (LDU)

The last three characters of the postal code which guide mail to a specific location.

## **M**

### MAGNETIC TAPE

A storage device for electronically recording and reproducing, by use of a computer, defined bits of data.

### MAIL DATE

Date a list user, by prior agreement with the list owner, is obligated to mail a specific list.

### MAIL ORDER BUYER

One who buys, and pays for, a product or service through the email. (Generally, an order telephoned in response to a direct response advertisement is considered a direct substitute for an order sent through postal channel).

### MAILER

(1) A direct mail advertiser who promotes a product or service using lists of others or house lists or both. (2) A printed direct mail advertising piece. (3) A folding carton, wrapper or tube used to protect materials in the mails.

### MAILGRAM

A combination telegram-letter, with the telegram transmitted to a postal facility close to the addressee and then delivered as first class mail.

### MAILING MACHINE

A machine that attaches labels to mailing pieces and otherwise prepares such pieces for deposit in the postal system.

### MASTER FILE

File that is of a permanent nature or regarded in a particular job as authoritative, or one that contains all sub files.

### MATCH

A direct mail term used to refer to the typing of the addresses, salutations or inserts onto letters with other copy imprinted by a printing process.

### MATCH CODE

A code determined either by the creator or the user of a file for matching records contained in another file.

### MERGE/PURGE

A special process which mixes two or more lists into a single unit and then 'purges' the master list of all duplication.

### MONETARY VALUE

Total expenditures by a customer during a specific period of time, generally twelve months.

### MULTIPLE BUYER

One who has bought two or more times (not one who has bought two or more items one time only); also a Multi-Buyer or Repeat Buyer.

### MULTIPLE REGRESSION

Statistical technique used to measure the relationship between responses to a mailing with census demographics and list characteristics of one or more selected mailing lists. Used to determine the best types of people/areas to mail. This technique can also be used to analyze customers, subscribers, etc.

## **N**

### NAME

Single entry on a mailing list.

### NAME ACQUISITION

Technique of soliciting a response to obtain names and addresses for a mailing list.

### NEGATIVE OPTION

A buying plan in which a customer or club member agrees to accept and pay for products or services announced in advance at regular intervals unless the individual notifies the company, within a reasonable

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time after announcement not to ship the merchandise.

### **NESTING**

Placing one enclosure within another before inserting into a mailing envelope.

### **NET CPO**

The final measurement of Cost Per Order including final results of the promotion and deducting all refunds and returns.

### **NET NAME ARRANGEMENT**

An agreement, at the time of ordering or before, whereby the list owner agrees to accept adjusted payment for less than the total names shipped to the list user. Such arrangements can be for a percentage of names shipped or names actually mailed (whichever is greater) or for only those names actually mailed (without a percentage limitation). They can provide for a running charge or not.

### **NIXIE**

A mailing piece returned to a mailer (under proper authorisation) by the Postal Service because of an incorrect, or undeliverable, name and address.

### **NO-PAY**

One who has not paid (wholly or in part) for goods or services ordered.

### **Nth NAME SELECTION**

A fractional unit that is repeated in sampling a mailing list. For example, in an 'every tenth' sample, you would select the 1st, 11th, 21st, 31st, etc. records -- or the 2nd, 12th, 22nd, 32nd, etc. records and so forth.

(End part II of III)