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O

OCCUPANT LIST

A mailing list of only addresses often with the word 'occupant' or 'resident' entered on the first line: widely used for delivering sample of very common, widely used products as well as local promotions for supermarkets etc.

OCR (Optional Character Recognition)
Machine identification of printed characters through use of light-sensitive devices.

OFFER

The terms promoting a specific product or service.

ONE-TIME BUYER

A buyer who has not ordered a second time from a given company.

ONE-TIME USE OF A LIST

An intrinsic part of the normal list usage, list reproduction, or list exchange agreement in which it is understood that the mailer will not use the names on the list more than one time without specific prior approval of the list owner.

OPEN ACCOUNT

A customer record that, at a specific time, reflects an unpaid balance for goods and services ordered, without delinquency.

OPTICAL SCANNER

An input device that optically reads a line of printed characters and converts each character into its electronic equivalent for processing.

ORDER BLANK ENVELOPES

An order form printed on one side of a sheet, with a mailing address on the reverse. The recipient simply fills in the order, folds and seals like an envelope.

ORDER CARD

A reply card used to initiate an order by mail.

ORDER FORM

A printed form on which a customer can provide information to initiate an order by mail. Designated to be mailed in an envelope.

P

PACKAGE

A term used to describe all of the assembled enclosures (parts of elements) of a mailing effort.

PACKAGE INSERT

Any promotional piece included in a product shipment. It may be for different products (or refills or replacements) from the same company or for products and services of other companies.

PACKAGE TEST

A test of part or all of the elements of one mailing piece against another.

PAID CIRCULATION

Distribution of a publication to individuals or organizations which have paid for a subscription.

PEEL-OFF LABEL

A self-adhesive label attached to a backing sheet which is attached to a mailing piece. The label is intended to be removed from the mailing piece and attached to an order blank or card.

PENETRATION

Relationship of the number of individuals or families on a particular list (by Province, Postal Code, S.I.C., etc.) compared to the total number possible.

PERSONALISING

Individualising of direct mail pieces by adding the name or other personal information about the recipient.

PHONE LIST

Calling list compiled from names listed in telephone directories.

PIGGY-BACK

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An offer that hitches a free ride with another offer.

POLY BAG

Transparent polyethylene bag used in place of envelopes.

POP-UP

A printed piece containing a paper construction pasted inside a fold and which, when the fold is opened 'pops up' to form a three-dimensional illustration.

POSITIVE OPTION

A method of distributing products and services incorporating the same advance notice technique as Negative Option but requiring a specific order each time from the member or subscriber. generally, it is more costly and less predictable than Negative Option.

POST CARD

Single sheet self-matters on card stock.

POST CARD MAILERS

Booklet containing business reply cards which are individually perforated for selective return, to order products or obtain information.

POSTAL CODE

A group of six digits used by the Postal Service to designate specific post offices, stations, branches, buildings or large companies.

POSTAL CODE COUNT

The number of names and addresses on a list and within each Postal Code.

POSTAL CODE SEQUENCE

Arranging names and addresses in a list according to the numeric progression of the Postal Code in each record. This form of list formatting is mandatory for mailing at bulk third class mail rates based on the sorting requirements of Postal Service regulations.

PREMIUM

An item offered to a buyer, usually free or at nominal price, as an inducement to

purchase or obtain for trial a product or service offered via mail order.

PREMIUM BUYER

One who buys a product or service to get another product or service (usually free or at a special price), or who responds to an offer of a special product (premium) on the package or label (or sometimes in the advertising) of another product.

PRE-PRINT

An advertising insert printed in advance and supplied to a newspaper or magazine for insertion.

PREVIOUS USAGE

The portion of mailing list used recently by mailers. These names usually are not included in a mailing to the other names on the mailing list, as they are considered less likely to respond to the mailer's offer.

PRIVATE MAIL

Mail handled by special arrangement outside the Postal Service.

PROGRAM

A sequence of steps to be executed by the computer to solve a given problem or achieve a certain result.

PROGRAMMING

Design, writing and testing of a program.

PROSPECT

A name on a mailing list considered to be a potential buyer for a given product or service but who has not previously made such a purchase.

PROSPECTING

Mailing to get leads for further sales contact rather than to make direct sales.

PROTECTION

The amount of time, before and after the assigned mailing date, a list owner will not allow the same names to be mailed by anyone other than the mailer cleared for that specific date.

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PSYCHOGRAPHICS

Any characteristics or qualities used to denote the lifestyles or attitudes of customers and prospective customers.

PUBLISHER'S LETTER

A second letter enclosed in a mailing package to stress a specific selling point.

PURGE

The process of eliminating duplicates and/or unwanted names and addresses from one or more lists.

PYRAMIDING

A method of testing mailing lists, in which one starts with a small quantity and, based on positive indications, follows with increasingly larger quantities of the list balance until the entire list is mailed.

Q

QUALIFIED LEADS

Individuals who have inquired about a product or service by taking some form of positive action, indicating a genuine interest rather than a simple curiosity.

QUESTIONNAIRE

A printed form to a specified audience to solicit answers to specific questions.

R

R.O.P. (Run of Paper)

Usually refers to colour printing which can be placed on any page of a newspaper or magazine.

RANDOM ACCESS

An access mode in which records are obtained from, or placed into, a mass storage file in a non-sequential manner so that any record can be rapidly accessed. Synonymous with Direct Access.

RECENCY

The latest purchase or other activity recorded for an individual or company on a specific customer list (see Frequency and Monetary value).

REFORMATTING

Changing a magnetic tape format from one arrangement to another, more usable format. Synonymous with Conversion (list or tape).

RENEWAL

A subscription that has been renewed prior to, or at, expiration time or within six months thereafter.

RENTED LIST

A mailing list owned by another company who permits the mailer to purchase or rent a specified number of names for one-time usage.

REPLY CARD

A sender-addressed card included in a mailing on which the recipient may indicate his response to the offer.

REPRODUCTION RIGHT

Authorisation by a list owner for a specific mailer to use that list on a one-time basis.

RETURN ENVELOPES

Addressed reply envelopes, either stamped or unstamped -- as distinguished from business reply envelopes which carry a postage payment guarantee -- included with a mailing.

RESPONSE RATE

Percent of returns from a mailing.

RETURN POSTAGE GUARANTEED

A legend imprinted on the address face of envelopes or other mailing pieces when the mailer wishes the Postal Service to return undeliverable third class bulk email. A charge equivalent to the single piece third class rate will be made for each piece returned. (See List Cleaning).

RETURN REQUESTED

An indication that a mailer will compensate the Postal Service for return of an undeliverable mailing piece.

RETURNS

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Responses to a direct mail program.

RFMR

Acronym for RECENCY - FREQUENCY - MONETARY VALUE RATIO, a formula used to evaluate the sales potential of names on a mailing list.

ROLLOUT

To mail the remaining portion of a mailing list after successfully testing a portion of that list.

ROUGH

Dummy or layout in sketchy form with a minimum of detail.

ROYALTIES

Sum paid per unit mailed or sold for the use of a list, imprimatur, patent, etc.

RUNNING CHARGE

The price a list owner charges for names run or passed, but not used by a specific mailer. When such a charge is made, it is usually to cover extra processing costs. However, some list owners set the price without regard to actual cost.

S

S.I.C. (Standard Industrial Classification)
Classification of businesses.

SALTING

Deliberate placing of decoy or dummy names in a list to trace list usage and delivery. (See Decoy and Dummy).

SAMPLE BUYER

One who sends for a sample product, usually at the special price or for a small handling charge, but sometimes free.

SAMPLE PACKAGE

An example of the package to be mailed by the list user to a particular list. Such a mailing piece is submitted to the list owner for approval prior to commitment for onetime use of that list. Although a sample package may, due to time pressure, differ slightly from the actual package used, the

list user agreement usually requires the user to reveal any material differences when submitting the sample package.

SCENTED INKS

Printing inks to which a fragrance has been added.

SELECTION CRITERIA

Definition of characteristics that identify segments or sub-groups within a list.

SELF-COVER

A cover of the same paper as the inside text pages.

SELF-MAILER

A direct mail piece mailed without an envelope.

SOFTWARE

A set of programs, procedures and associated documentation concerned with operation of a data processing system.

SOLO MAILING

A mailing promoting a single product or a limited group of related products; Usually it consists of a letter, brochure and reply device enclosed in an envelope.

SOURCE CODE

Unique alphabetical and/or numeric identification for distinguishing one list or media source from another. (See Key Code).

SOURCE COUNT

The number of names and addresses, in any given list, for the media (or list sources) from which the names and addresses were derived.

SPLIT TEST

Two or more samples from the same list -- each considered to be representative of the entire list -- used for package tests or to test the homogeneity of the list.

STEP UP

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The use of special premiums to get a mail order buyer to increase his unit of purchase.

STORYBOARDS

Drawings which illustrate each frame or movement in a television commercial with copy included in frame shown below.

STUB

A portion of an order form which is removed via a perforation prior to mailing back the form.

STUFFER

Advertising enclosures placed in other media -- i.e., newspapers, merchandise packages mailings for other products, etc.

SUBSCRIBER

Individual who has paid to receive a periodical.

I

TABLOID

A pre-printed advertising insert of four or more pages, usually about half the size of a regular newspaper page, designed for inserting into a newspaper.

TAPE DENSITY

The number of bits of information (bytes) that can be included on each inch of a specific magnetic tape -- e.g., 556 BPI, 800 BPI, 1600 BPI, etc.

TAPE DUMP

A printout of data on a magnetic tape to be edited and checked for correctness, readability, consistency, etc.

TAPE LAYOUT

A simple 'map' of the data included in each record and its relative, or specific location.

TAPE RECORD

All the information about an individual or company contained on a specific magnetic tape.

TEAR SHEET

A page cut from a magazine or newspaper and sent to an advertiser showing his ad.

TEASER

An advertisement or promotion planned to excite curiosity about a later advertisement or promotion.

TEASER

Copy or even an entire advertisement designed to entice a purchaser and excite curiosity rather than close a sale; in direct marketing, this is primarily used on the envelope to entice the reader inside.

TEASER COPY

Copy on the outgoing envelope that induces the reader to open the envelope and read the contents.

TELECOMMUNICATIONS

Data transmission between a computer system and remotely located devices via a unit that performs the necessary format conversion and controls the rate of transmission over telephone lines, microwaves, etc.

TERMINAL

Any mechanism which can transmit and/or receive data through a system or communication network.

TEST PANEL

A term used to identify each of the parts or samples in a split test.

THROWAWAY

An advertisement or promotional piece intended for widespread free distribution. Generally printed on inexpensive paper stock, it is most often distributed by hand to passers-by or from house-to-house.

THUMBNAILS

Reduced size rough drawings or dummies of a proposed direct marketing campaign.

TIE-IN

Co-operative mailing effort involving two or more advertisers.

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TIME SHARING

Multiple utilisation's of available computer time, often via terminals, usually shared by different organizations.

TIP-ON

An item glued to a printed page.

TITLE

A designation before (prefix) or after (suffix) a name to more accurately identify an individual. (Prefixes: Mr., Mrs., dr., Sister, etc.; Suffixes: M.D., Jr., President, Sales Manager, etc.).

TOKEN

An involvement device, often consisting of a perforated portion of an order card designed to be removed from its original position and placed in another designated area on the order card, to signify a desire to purchase the product or service offered.

TRAFFIC BUILDER

A direct mail piece intended primarily to attract recipients to the mailer's place of business.

TRIAL BUYER

One who buys a short-term supply of a product, or buys the product with the understanding that it may be examined, used or tested for a specified time before deciding whether to pay for it or to return it.

TRIAL SUBSCRIBER

A person ordering a publication or service on a conditional basis. The condition may relate to: delaying payment, the right to cancel, a shorter than normal term and/or a special introductory price.

TWO-FLIGHT TESTING

A mailing to a portion of a list followed by a second mailing to another portion of the same list to verify the results of the first portion.

TWO-STEP

A promotion which elicits a preliminary response from the prospect which must then be followed up to close the sale.

Example, a home study program which offers a free aptitude test as the first step and a sales call to evaluate the test and close the sale as the second step.

U

UNCOLLECTABLE

One who hasn't paid for goods and services at the end of a normal series of collection efforts.

UNIQUE NAMES

Names that appear on one list only, after a merge/purge process is complete.

UNIT OF SALE

Description of the average money amount spent by customers on a mailing list.

UNIVERSE

Total number of individuals that might be included on a mailing list; all of those fitting a single set of specifications.

UNIVERSE COUNT

The total number of names on a list.

UP FRONT

Securing payment for a product offered by mail order before the product is sent.

UPDATE

Recent transactions and current information added to the Master (main) list to reflect the current status of each record on the list.

V

VARIABLE FIELD

A way of laying out for formatting list information that assigns a specific sequence to the data, but doesn't assign it specific positions. While this method conserves space on magnetic tape, it is generally more difficult to work with.

VERIFICATION

The process of determining the validity of an order by sending a questionnaire to the customer.

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W

WHITE ENVELOPE

Envelope with a die-cut portion on the front that permits viewing the address printed on an enclosure. The die-cut window may or may not be covered with a transparent material.

WHITE MAIL

Incoming mail that is not on a form sent out by the advertiser or traceable to a specific promotion.

www.ama.org

Web location for the American Marketing Association

www.canadapost.ca

Web location for the Canada Post.

www.dmlr.org

Web location for Direct Marketing Linked Resources

www.ups.com

Web location for the United Parcel Post.

(End part III of III)