List Sources:

National data compilers (e.t., InfoUSA, Excelsior. Acxiom, Dunn & Bradstreet)

Specialty data compilers

State, County and Town Property Tax Rolls or licensing/certificate lists

List owners (through list marketing agencies). e.g, Tne Nature Conservancy

Trading for Lists directly from other organizations

Lists are rented, not purchased.

List owners usually work through a list marketing agencies, who rent to end users (mailers) and brokers, e.g., http://www.infogrouplistservices.com/company/our-data

"List Brokers" will work with end users (mailers) to find and rent the right list from a data compiler. A list marketing agency can also act as a list broker.

The usual parties to a list transaction are

1. the end user (mailer)

2. the list marketing agency or data compiler

3. the broker

4. the mail house

Mailrite acts as both broker and mail house.

Mailer's Haven

Mailer's Haven has negotiated special rates with national data compilers....as a kind of wholesaler. Mailer's Haven will only rent lists to mail houses (including printers who mail). An end user will often get a better price from us, even though we are marking up Mailer's Haven lists, then they would if they went directly one of the national data compilers, who don't really want to work with people the size of our clients.

Mailer's Haven has set up a 'portal' that allows them (and us) to directly access the national data compilers' data.

Mailer's Haven will also get 'specialty lists' from list marketers; by the time Mailer's Haven has marked up the price it is more than we could get the list directly from the marketer. Searching for marketed lists can be done at [Nextmark](http://lists.nextmark.com/)

Occupant Lists (also we call these saturation lists). The address data comes from the USPS. Names are appended by a national datacompiler. There is a lot of inaccuracy, both in the addresses and in the names....but there is no other source except town tax roles.

Occupant lists can be rented for only 1 time use. You can rent either one name per household (that is, the head of household), or one name per residence.

A head of household is defined as a person who's public financial, home ownership, car ownership, etc. appears to be separate from others living at that address. I'm guessing that in Massachusetts, about half of those defined as head of household are actually married or a partner of the other name at that address. Thus, renting head of household risks having a couple both get the mailer.

However, a residence may have multiple independent people living at the same address, but without having established a separate apartment number with the post office. Thus, renting one name per residence risks missing part of the population.

We normally rent head of household. Exception: Cooley Dickinson Pulse and Annual Report.

Consumer Lists

Axciom: Far more free selects, but often lower numbers than Excelsior

Excelsior: more complete data, but fewer selects

John usually checks both to see which one has the better data at the better price.

Quality:

The list compiler usually guarentees 92-95% deliverability. It is the nature of lists that the data in incomplete or inaccurate. Most marketers don't care, they know it is a numbers game.

Lists from Mailer's Haven always come with an NCOA and zip+4 and have been deduped (but not by people, but by computer software)

Deduping:

We know there are dupes in rental lists, sometimes it is clearly the same person. At other times the same person appears in the list at both a PO Box and at a street address. If we see these we normally dedupe them. Deduping or suppressing a rental list is not always easy; the rental list may have an apartment number, and the client list may not, and visa versa.

Town Tax Rolls:

In most of the country the tax roles are easy for the data compilers to access; the Mailer's Haven Real Property database reflects this. New Hampshire and Maine are two of several states in the country that the Real Property database has incomplete data for. Getting a list directly from a town in NH is also problematic: it will usually come as a PDF label printing file, and is very difficult to work with.

Businesses in Mailer's Haven Rental Lists come from D&B. The data is mostly self-reported, and therefore can be very inaccurate, and have many abbreviations.

Advantages and Disadvantages of using Mailer's Haven Web Site

1. It is easier to try out different selects. and you can do mapping. But, the Mailer's Haven web site is not easy to use, and you can make an error without realizing it. For example, having one per resident as the default because that's how you ordered last time and forgetting to check this.

2. It is also easier to send your requirement to John and let him work on it, but you can play with the numbers less.

Normally, I recommend using John to do your list work.