

## Strategic Business Analysis

### *Source/List Evaluation*

Marketing efforts are maximized when the right message is sent to the right people at the right time. Targetbase aims to increase targeting efficiency for our clients in order to provide higher returns on direct marketing dollars invested in the program/ mailing's execution.

Our Source/List Evaluation service yields crucial information:

- Knowledge as to which sources/lists will provide the needed quantities of the consumers of interest for the lowest cost per qualified consumer reached.
- Direction regarding the attitudes and interests of consumers within each source (which can be addressed via the creative execution).

### **Methodology**

The Source or List Evaluation is a primary research study that is used to evaluate potential sources of names for direct marketing initiatives. This evaluation considers each list's Functional Quality as well as its Marketing Quality.

- **Functional Quality:** The accuracy and deliverability of the names and addresses acquired through this source.
- **Marketing Quality:** The extent to which the list/source represents the marketing target (e.g., heavy consumers using key competitor's brands)

The Functional Quality of each list is established through comparisons of the rates at which:

- There are address changes when the list is processed through National Change of Address and/or address standardization
- Phone numbers can be overlaid
- The final telephone numbers obtained reach a residence

Marketing Quality is obtained by conducting brief (four- to six-minute) telephone surveys among 150-200 consumers from each source/list. Questioning areas assess the list's ability to provide the intended target, therefore category and brand usage rates, affinity for the marketing brand and key consumer profiles are often included within the questioning series.

Overall Source/List Validation recommendations are made based on:

- The overall combined marketing and functional quality of each source/list
- A cost-benefit assessment of the likely outcome of using each source/list
- The reach provided by each source/list (versus penetration desired)