

Brokerage and Management

SERVICES



Customer Acquisition

Your goal is our goal – acquire new customers at the lowest cost possible, in the most efficient way, to improve ROI for every marketing dollar you spend. To this end, plan components include:

Circulation Planning: We work with you to create the most comprehensive mail plan to ensure your success.

Consulting Services: We assist with your printer, service bureau and other needed services.

Directional Response Analysis: This unique service from 4Cite provides a free analysis that zeroes-in on the demographics that are really driving your response and demand. These findings are then applied to the cooperative databases and list-specific files to achieve sizable lifts in performance.

Cooperative Database Coordination (includes but is not limited to) :

- Reviewing your data to maximize efficiency and effectiveness in producing models.
- Coordinating quarterly meetings and working closely with the co-ops to ensure they understand your business and goals (face to face or conference calls that include your marketing team).
- Ordering all models/optimizations, tracking list delivery, and coordinating and managing invoicing
- Reviewing merge reports to ensure all standard deductions are taken to save you money.
- Traditional List Analysis: Reviewing your historical results to ascertain if we can mail deeper, identify better selection criteria, and/or develop new test ideas.



Results Reporting: We track results and provide quarterly reporting.

Competitors: We maintain a list of your competitors, including when they are mailing, the number of pages mailed, promotions included, file size, AOV, and demographics.

List Costs: We negotiate deals on list rental and list exchange, working in partnership with your list manager to optimize prospecting and keep costs down.

Alternative Media Programs: We create a media plan that seizes on every opportunity to use marketing efforts that grow your business, including package insert programs, ride-alongs, catalog blow-ins, statement inserts and card decks.

Our Experience: We have extensive experience in all markets and work in partnership with you to ensure your goals are met while taking labor-intensive work off your plate.

List Management

We maximize revenue opportunities while working within your list rental policies by:

- Working closely with your broker to capitalize on exchange relationships.
- Analyzing all list opportunities and cross selling to existing clients as well as other competitive lists.
- Promoting your list to out-of-category mailers to enhance list rental revenue.
- Minimizing attrition by monitoring performance for the mailers using your file and recommending additional testing strategies.
- Maintaining your exchange ledger and reconciling all balances.
- Reporting comprehensively at the end of every month.
- Managing insert media, including bind-ins, package inserts, inserts, ride-alongs, statement inserts, and card decks.



List Rental Fulfillment

We provide top-notch customer service backed by enhanced list selection capabilities at highly competitive prices, including:

- Demographic, Lifestyle, and Catalog Buyer Enhancements: We make your list more attractive to a wider range of mailers by allowing them to fine-tune their selects. These enhancements can be added to your list rental file at no additional charge.

