



Glossary of Marketing Terminology

A

Acquisition

Marketing by an organization primarily through the channels of direct mail and email to obtain new supporters.

Attrition rate

The percentage of donors who are not likely to renew or complete their commitment.

B

Bleed

In printing, the extension of color to the very edge of a page. The effect is produced by printing on over-sized paper and trimming to final size.

Bounce back

An additional offer enclosed within a product shipment made to donors.

BRE (business reply envelope)

A Business Reply Envelope, included in a mailing to simplify the reader's response. Normally, the BRE includes pre-paid postage.

Buck slip

A separate insert, generally in dollar bill size, which provides additional rationale and/or incentives (bonus offer, premiums, etc.) designed to encourage the reader's response.

Bulk mail

A category of Third Class Mail involving a large quantity of identical pieces - specially processed for mailing before delivery to the post office.

C

Call to action

Copy that encourages the reader to respond and provides clear details on how (i.e., by mail, 1-800#, website, fax) and expiry date for response.

Carrier route / Walk presort

Mail which identifies the carrier walk number for mail delivery. Mailers who sort down to carrier walk can mail at the carrier walk discount rate.

Circulation

Of a print publication, the total number of copies distributed.

Controlled circulation

Usually the number of paid subscribers to a publication.

Control

Standard against which test results are compared. For example, a previously utilized direct-mail package that is compared to test packages that have some variation in copy or that employ new concepts in graphic design.

Conversion rate

The ratio of inquiries converted to donors. This ratio is used to track two-step programs, such as trial offers or lead generation with the percentage of responses converted to donor status.

Copy testing

The use of two (or more) messages mailed to selected individuals in the same audience. By utilizing different coding on response forms, it can be determined which message drew the larger percentage of requests or orders.

Cost per inquiry (CPI)

A simple arithmetical formula derived by dividing the total cost of a mailing or an advertisement by the number of inquiries received.

Cost per order (CPO)

Similar to Cost Per Inquiry except based on actual orders rather than inquiries.

Cost per piece (CPP)

Total cost to produce each individual mail piece divided by the total quantity mailed.

Cost per thousand (CPM)

A standard way to compare costs. The entire promotional cost of a mailing package is divided by one thousand.



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Crop marks

Limit lines drawn on a photograph or design area, designed to enhance the illustration by eliminating distracting elements or an extraneous background and establishing where the trim lines for printing will occur.

D**Database**

A collection of tables which often includes forms for entering data, rules for checking and validating data that which has been entered, and the format for creating informative reports.

Digital proof

An off-press color proof produced from digital data without the need for traditional separation films.

Direct Mail

A communication piece that is sent and/or received through the mail.

Direct response advertising

Advertising, through any medium (such as mail, TV, print) designed to generate a response by any means that is measurable.

Donor base

Those individuals and companies which you regard as your primary market. In other applications, the phrase is used to identify those who have donated from you on at least one occasion.

Donor File (aka Mail File)

A file that contains information needed to produce and mail a direct mail campaign.

Donor Profile

A statistical picture of the typical donor as drawn from purchasing records and other market research sources. Includes demographic and psychographic descriptions, containing such data as Donor's size, location, type of industry, dollar amount of orders, buying habits, etc.

Drop rate

The calendar date, generally determined at time of scheduling the campaign, when the direct mail package is due for delivery.

Dummy (mock-up)

A diagram or representation which indicates how the promotional piece will appear when printed and ready for mailing.

Dump

Printed display of a data file or a portion of that data file for purposes of reviewing data prior to personalization.

Dupes (de-dupe)

Two or more identical names and addresses on the same mailing list. To achieve cost efficiencies remove duplicate names (de-dupe) must be performed.

Duplication elimination (dup-elim)

A database cleansing process which provides that no matter how many times a name and address is on a list, and how many lists contain that name and address, it will be accepted for mailing only once by that mailer. Also referred to a "dupe elimination". (See also Merge/Purge).

F**Film proof**

Proofs made from the separate plates in color process work, showing the sequence of printing and the result after each additional color has been applied.

Free-standing insert (FSI)

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

Frequency

How often a donor has purchased or responded in a given time period. It also may describe the number of times a promotion piece is mailed to the same target.

FPO (for placement only)

A term placed on copy and images during draft creative stage, which is not final and only to be referred to for placement only.



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G

Gift History File

Overall all history of an individual who has made donations to an organization either monetarily or in-kind.

H

House list

An internal directory of your own donors or prospects. May include current and former (but now inactive) purchasers.

I

Indicia

A printed artwork box in the top right hand corner of an envelope indicating that postage has been paid by the mailer.

Invalid record

Any donor record which is mechanically unacceptable, which does not conform to the list owner's editing rules or which does not meet the list user's specifications.

K

Kill file

Deleting donor records from a file for a number of reasons, such as expiration, inactivity, change in demographic status and so forth.

L

Laser printing

It is common for direct mail forms to be preprinted and then variable copy is "lasered" for more sophisticated customization. The process is similar to a photocopy machine where the laser printer uses a laser beam, toner and fuser to "etch" the image onto a photoelectric drum.

Letter shop (Mail house)

An outside vendor providing a variety of mailing services including any or all of the following: addressing, labelling, folding, collating, assembling, inserting, metering, sorting, etc.

Life time value (LTV)

Total profit or loss calculation (more complex than simple profitability measurement) realized over the active life of the donor.

Lift letter

Similar to a buckslip (in that it offers additional reassurance or a further inducement to buy) except that it is presented in letter format over the mailer's signature.

List cleaning

A process by which list names are checked for accuracy of address, title, location, etc. Accomplished by letter, postcard or other request form directed to the receiver.

Lives

Prior to lasering, live lasers are generated with data applied to the lettercopy to check for accuracy.

M

Market penetration

The proportion of donors on a file to the total list or to the total area. For business lists, penetration is usually analyzed by two-digit or four-digit SIC.

Matrix

Model relating marketing strategy to general strategic direction. It maps out what cells will receive what direct mail piece and all the components that are to be included within each piece.

Merge / Purge

The processing of two or more lists and the merging of same into one. At the same time, the "purge" process eliminates duplicate names.

Meter

A process of affixing postage to an envelope.

Multi-media

A selling approach which includes a variety of promotional mediums from among direct mail, telemarketing, space advertising, radio or television commercials, etc.



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Multiple buyer

An individual who appears on multiple different response lists for donating through multiple channels.

Multiple dwelling

A housing unit for three or more families at the same address. For adequate delivery to apartment dwellers it is necessary to include the apartment number in the address. Multi-dwelling families can be selected or omitted on major compiled files.

N**Non-Direct Mail**

A communication piece that is not sent and/or received through the mail.

Non-name addressing

The process by which business mailings are directed to a title or function (Controller, Personnel Director) rather than a specific name.

Nth name

A method of testing the pulling power of a list by asking the list source to provide a representative sampling. This could be every 10th name, every 20th name or whatever mathematical selection will provide a valid representation.

O**Occupant addressing**

Use of the word "Occupant" in place of a specific name. This device is used primarily for consumer-oriented mailings to residential addresses. It may also be used in addition to the donor name if it is likely the donor has moved and the mailing is not targeted to an individual.

One-Time Usage

On a standard list rental, it is agreed that the mailer will use supplied names only once. If subsequent mailings to the same audience are planned, extra payments are required.

Overlays

The authorized use of a list to add information and data, through match identification, by tagging to another list. The transfer can be demographics, a telephone number, a job function, even psychographic data on buying habits.

P**Pass along**

In newspaper or magazine publishing, and in direct mail, this phrase is used to describe the "secondary" reader beyond the original subscriber or addressee.

PMS (pantone matching system)

PMS is the acronym given to color codes associated with a specific ink library. Print shops often refer to a PMS color.

Postal Code sequence

Arranging names and addresses in a list according to the numeric progression of the Postal Code in each record.

Premium

The addition of a gift to an offer to induce greater response. Usually a donor who responds may keep the premium, which raises the cost per completed sale, even if the product ordered is subsequently returned or cancelled.

Prospect

An individual who is solicited to make a contribution to your organization with no prior giving history to that organization. A Prospect normally would be reached by using outside mail lists that are either response or compiled in nature.

Print-ready

Copy, illustrations or photographs in final, proofed format and requiring no additional processing before being delivered for printing.

Process colors (CMYK)

The four basic colors of ink used in process color printing are cyan (C), magenta (M), yellow (Y) and black (K). These ink colors are transparent and "process" with each other when overprinted in predetermined amounts.

Projection

An estimate of expected returns from a particular mailing campaign or a determination of total returns developed from responses during the early days or weeks of offering.



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Proof

First print or copy of a mailing piece (as in a blueprint). A photograph prior to re-touching or cropping.

Prospect universe

The total market of potential donors. The "universe" is developed through determination of donor profiles, evaluation of prior mailing results or through other marketing studies.

Prospecting

Mailing to get new donors

Psychographics

Any characteristics or qualities used to denote the life style(s) or attitude(s) of donors or prospective donors.

Purge

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

Q**Qualified leads**

Names and addresses of individuals who have taken a positive action to indicate genuine interest in a given type of offer.

R**Random proof**

A film proof of an image outputted in order to approve colors before printing (see Film Proof).

Recency

The latest purchase or other activity recorded for an individual or business on a specific donor list.

Reply card

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

Response device

The coupon, request form or order blank by which the reader replies.

Response rate

A method of quantifying the success ratio of a mailing based on the number of sales or inquiries vs. the number of promotion pieces mailed. Normally stated as a percentage (i.e., total inquiries divided by total mailing quantity).

Retention

Communication with existing donors, based on donor behavior, directly aimed at building long term loyalty.

Return envelopes

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

Return on investment (ROI)

Determined by a basic formula, measures how effectively the marketing investment is used to generate net profit from an activity. The higher the ROI, the better.

Return postage guaranteed

An endorsement printed on the address face of envelopes or other mailing pieces if the mailer wishes the postal service to return undeliverable mail.

S**Salutation**

How the donor is addressed in the beginning of a letter in a direct mail piece. (I.e. Dear, To, Hello)

Saturation

The ability with a direct mail solicitation to reach all mailable households in a given geography. This is a different marketing approach than a prospect mailing which reaches a targeted household based on some demographic or psychographic selection based upon the donation.

Seed list

The inclusion of additional names in a mailing list before it is released for rental or use. These additional names are selected employees of the list



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owner who are required to monitor how and when the list has been used. This practice allows list owners to evaluate time and quality of delivery and safeguard against unauthorized use. The procedure is also known as "seeding" the list.

Segmenting

Division of a mailing list by some internally established criteria - city, province, postal code, company size, prospect titles, etc.

Selection criteria

Definition of characteristics that identify segments or subgroups within a list.

Self-mailer

A promotion piece designed so that it can be addressed (or labelled) and mailed without an envelope.

Solo-mailing

A one-time or single mailing as opposed to a continuing series of communications (also called Standalone mailing).

Solicitation

A direct mail piece or email that requests an individual to make a charitable donation to an organization.

Source codes (marketing code)

Internally developed codes (letters, numbers or combinations) printed on response forms so returns can be tallied as to sources of promotion material. Used to measure selling effectiveness of differing messages.

Split test

Two or more samples from the same list, selected by the same criteria (such as an A/B split) used for testing different packages, offers, mail dates or any other part of the mailing.

Standard Industrial Classification (SIC) Code

SIC Codes are numerical codes in order to create uniform descriptions of business establishments.

Stock

The type of paper that a direct mail piece is printed on (I.e. card stock, glossy, matte coated etc.)

Stuffer

A promotion piece mailed with an unrelated communication. The latter could be an acknowledgement form, shipping notification or invoice.

Subscriber list

In normal use, the list of current purchasers of a publication - newspaper, magazine, trade journal, etc. However, many non-publishing companies also use the term "subscriber" as a synonym for a donor.

Suppression File

A mail (donor) file used to match against prospect and do not mail files to eliminate duplicate records and/or mailings.

T

Target market

The ideal audience for a mailing effort. Usually defined in psychographic and demographic terms.

Test campaign

Introduction of a offer, creative execution or promotion on a small scale to measure/test consumer responsiveness prior to full campaign implementation.

Test panel

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

Testimonial

A statement, letter, comment (or edited version thereof) made by a recent donor which tends to endorse or recommend the organization. Ideally, the testimonial should identify the individual by name, title, company, affiliation or occupation.

Tip-on

An item glued to a printed page.

Truncate

To drop characters at the end of a data field because the field being converted or keyed is too long to fit in the record positions in which it must be stored.

W



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Web Press

A printing press that is fed by a large roll of paper instead of individual sheets, and usually used for long print runs.

Weight

A method of measuring the relative density of paper stock.

White mail

Mail that comes in from donors. It can include complaints, commendations, names of friends, orders, cheques, even cash. A very important part of every direct-mail operation.

White space

As the name implies, that portion of the promotion piece left blank, intentionally, without print or illustration. White space eliminates a cluttered look and makes the piece more inviting to the reader.

WOE (window envelope)

A mailing envelope with a transparent panel for the address.



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