



DMA Best Practice Guidelines:

# FOR RESPONSE HANDLING

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## Foreword

These guidelines, which have been produced by the DMA Response & Fulfilment Council, seek to set best practice for members involved in the response handling industry. They aim to ensure that all members involved act responsibly in order to achieve the highest standards.

Their purpose is to define a set of guidelines such that the supplier and client can agree on what is reasonable in a contractual arrangement and can consequently understand what each party should expect from the other.

The recommendations in this booklet are guidelines and are not mandatory, except where there is an overlap with the law or with the DMA Code of Practice. However, the extent to which the party has followed them may be considered relevant by the Direct Marketing Authority in any adjudication of a dispute involving a complaint against a DMA member under the DMA Code of Practice.

These Guidelines also form the basis of measurement for the Response & Fulfilment Council Accreditation Scheme.

# DMA Best Practice Guidelines for Response Handling

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## 1 Accepting Business

- 1.1 It is the responsibility of the response house to ensure that, when they agree to handle a promotion/response, the terms under which business is accepted are clearly defined and agreed in writing, with any additional costs. Standard terms and conditions should be clearly incorporated in the agreement and be attached to all quotations.
- 1.2 Each response house will have its own system for quoting but the following should be included as a minimum:  
  
monthly minimum handling charge and set up charges, quotation to be confirmed upon sight of sample, type and frequency of reporting, who is responsible for insurance, any costs which are subject to price variation, any additional costs should be covered and signed off, administration and costs after closure of promotion, payment terms, storage costs, banking charges.
- 1.3 They should also satisfy themselves that resources are available to fulfil client's requirements. The response house should not issue a quotation for work it cannot competently handle, considering its workload and operational limitations. If the response house cannot handle the promotion the client should be promptly informed in writing. If the response house will be using subcontractors, the client should be informed in advance.
- 1.4 It is the client's responsibility to ensure they provide the response house with a clear and concise brief prior to commencement of work in order for the response house to prepare a full quotation.
- 1.5 It is the client's responsibility to ensure that the response house has sight of all response mechanisms prior to the commencement of the promotion. It may not be possible for the response house to provide full and detailed costs without this information.

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## 2 Types of Response

- 2.1 There are a variety of response mechanisms available for sales promotions and an activity can utilise one or more types of response:  
  
Postal · Fax · Telephone · Email · Website · Broadcast Media
- 2.2 It is important that the client is given full details of the mechanics of each type of response and for internet promotions the client should be made aware of all current regulations regarding internet response, including the Distance Selling Regulations 2000.
- 2.3 The response house should obtain a full description of the client's required turnaround times for handling all responses, if these differ from the maximum 28 days, and agree turnaround times.

- 2.4 It is recommended that instructions regarding the disposal of responses and applications be obtained as these can vary from client to client. They should be agreed at the time the project is set up.
- 2.5 The response house should ensure they are made aware, in advance, if the client requires Business Reply/Freeport, so procedures can be instigated to identify the costs and ensure the correct response address is used on promotional material.
- 2.6 For telephone response the client should be advised of the types of services available and cost implications and the response house should ensure the telephone number is set up well in advance of the promotion in order to guarantee the allocated number.
- 2.7 Response times for consumer queries and types of responses must be agreed between the client and the response house prior to commencement of the promotion.
- 2.8 The response house must obtain from the client guidelines on tolerances for cheque and proof of purchase acceptance so the response house has clear instructions for valid/invalid application acceptance. Any other special instructions for one per household or one per person should be clearly obtained from the client.

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### 3 Packaging

- 3.1 If the client is supplying the packaging, it is the client's responsibility to ensure it is fit for delivery. The response house should advise the client, in writing, that it cannot be held liable for the cost of unusable packaging.
- 3.2 The method of despatch may be dependent on the packaging as well as other factors selected by the client and therefore the response house should recommend the best method appropriate to all the factors (see point 4).
- 3.3 It is recommended that samples of fulfilment items and packaging for transit are tested at least 14 days in advance of commencement of promotion.
- 3.4 In the quotation, it should be made clear if payment is required upon sourcing for specific packaging or will be charged for as used during the promotion. The possibility of a packaging supplier instigating a price increase during the course of a promotion should also be covered in the quotation to ensure the response house is not liable for the extra costs.
- 3.5 The response house must ensure the client proof reads and checks any pre-printed overprinting.
- 3.6 The cost of any additional inserts eg. compliment slips, must be agreed with the client prior to commencement of the promotion.

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## 4 Delivery

- 4.1 The response house should advise the client of the most cost effective delivery mechanism, including any Royal Mail discount structures, which are available.
- 4.2 Any additional costs incurred by the response house through extra handling of a particular delivery service ie. Mailsort, will be the responsibility of the client and therefore they should be notified as soon as soon as possible.
- 4.3 The response house should confirm with the client the start / finish dates of the promotion. If these dates cannot be adhered to, due to client delays, clients need to be advised of any extra costs incurred ie. extra staffing/overtime etc.
- 4.4 The terms and conditions of business should state what action will be taken by the response house when it is not possible to fulfil customer responses. Non-fulfilment reflects on the reputation of the response house as well as the client and therefore an acceptable delay must be agreed before delay cards, or similar, are sent to customers.
- 4.6 When choosing a carrier the following should be considered:  
Weight and dimensions of delivery items · volume and frequency · value and type · destinations and proof of delivery requirements · lead times · cost · service and support · collections and cancellations.

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## 5 Postage

- 5.1 Method of paying for postage and carrier costs should be agreed before a promotion commences.
- 5.2 The response house will normally require a postage float prior to the commencement of any work on behalf of the client.

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## 6 Reporting/Campaign Analysis

- 6.1 The response house should ensure the frequency and content of standard reporting and that the costs involved are agreed with the client.
- 6.2 Analysis should be based on cumulative reports supported by an interpretation of the data.
- 6.3 The method of reporting should be agreed with the client – postal, email or on line.
- 6.4 A report should be produced for the client at the end of each campaign detailing, at a glance, all responses.
- 6.5 The response house must agree with the client what data is required by them at the end of the promotion and the format in which it is required.

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## 7 Security

- 7.1 As agreed with their insurance company, the response house should have sufficient security, with limited access, for vouchers, coupons, open faced cheques and other high value items.

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## 8 Payment Processing

- 8.1 The method and timing of the banking should be as per instructions from the client, as should be the system of separate bank accounts for each client and job. Both the response house and the client should set up bank accounts with audit trails.
- 8.2 All refunds should be reimbursed by the same method of payment and all credit cards are subject to normal commissions.
- 8.3 Customer payment for product/s may be required with an order. Cheques and cash may be banked upon receipt providing there is a reasonable expectation of fulfilment of the order within the published delivery promise. Customers offering payment by credit/debit card or on account should be charged at the time of despatch for the value of the order or part of the order that is to be despatched. Should any delay in the fulfilment of any part of the order occur, the customer should be notified of the revised delivery date, be offered the opportunity to cancel their order and if wishing to cancel, receive an immediate refund if they paid by cheque or cash.
- 8.4 The response house should discuss and agree with the client any anti-fraud procedures required, prior to the commencement of the campaign. Any additional processing costs incurred by the response house in adopting these measures should be identified before the commencement of the campaign, as clients may expect these costs to be passed on to them by the response house.

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## 9 Storage and Archiving

- 9.1 Storage and archiving should be dealt with at the quotation stage and should cover when the stock will be delivered and removed and storage costs for stock prior to, during and after the promotion. The client should advise the sampling / checking procedure they would like the response house to implement on delivery of products / stationery and the response house should advise the client of any extra charges based on the level of checking and sampling required.
- 9.2 Stock audit trails should be available via receipt of delivery for all client stock.
- 9.3 The client should ensure stock is delivered prior to the commencement of the promotion.
- 9.4 Any special storage requirements, eg. temperature control and rotation, must be agreed with the client.

- 9.5 The length of time for storage of responses and applications should be agreed with the client prior to the commencement of the promotion. Also, confirmation of whether responses and applications will be destroyed with or without prior notification to the client, needs to be confirmed before the promotion commences.
- 9.6 The response house must ascertain if the promotion is insured as this may have implications on the storage of applications and proof(s) of purchase.

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## 10 Disaster Recovery

- 10.1 The system for disaster recovery should always be conveyed to clients. Clients may have their own specific provisions for disaster recovery and this should be established at commencement of the business.
- 10.2 As a minimum the response house should have disaster recovery plans in place for data (which must be backed up on a daily basis), telephone lines, storage and delivery services.

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## 11 Quality Control

- 11.1 If the response house has achieved ISO 9002, it should be quoted on all paperwork and adhered to.
- 11.2 The response house must provide the client with full details of all quality procedures and processes if required – verbal assurances are not sufficient.
- 11.3 Clients must be allowed to carry out quality audits of the response house with prior notice.

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## 12 Insurance

- 12.1 Clients should be advised at quotation stage who is to be responsible for insurance of their stock whilst it is at the response house and any costs involved.
- 12.2 The client should be advised of what insurance cover is in place if stock, data or payments are lost or destroyed. (Also see point 7)

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## 13 Close dates

- 13.1 An agreement should be reached on the action to be taken once a promotion goes beyond its close date and the explanation that will be sent to the customer.
- 13.2 The handling charges which will be involved in dealing with late applications once a promotion has closed, must be specified by the response house and agreed in writing with the client prior to the commencement of the promotion.

- 13.3 Procedures for dealing with stock and charges involved, once a promotion has closed, must be agreed in writing with the client.
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#### **14 Costs**

- 14.1 The quotation should state that if additional costs are incurred during the course of a promotion, these will be identified and advised to the client as soon as possible.
- 14.2 Any additional work requested by the client during the course of a promotion should be quoted for and agreed in writing before commencement.
- 14.3 If the full details of costs are not known, then the response house must make it clear that assumptions have been made that the costs may change eg. on sight of sample.
- 14.4 A clear policy for dealing with customer queries should be agreed with the client prior to the commencement of a promotion, including all costs which may be incurred by the client.
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#### **15 Data Protection**

- 15.1 The response house should send an acknowledgement to the client detailing the response house's obligations as a data processor, on behalf of the client.

## A glossary of terms used in Response Handling and Fulfilment

<b>Admail</b>	A Royal Mail redirection service where responses can be received at a different address from the one featured in the promotional material or advertising.
<b>Back – end</b>	Fulfilment procedures carried out after the receipt of an order to complete a mail order transaction
<b>Banded offer</b>	An offer of two or more products, which may or may not be the same.
<b>Bangtail</b>	A style of envelope generally referring to those formed (often as part of a one-piece mailer or self mailer format) with an attached perforated ‘tail’ used as an order or response device.
<b>Barcode</b>	A symbol on a response device which can be ‘read’ by a computer and is used to speed up counting and handling.
<b>Batch processing</b>	Technique of fulfilment in which orders are accumulated and processed in a unified run. Also pertains to the computer processing of data accumulated over a period of time.
<b>Bingo card</b>	Otherwise known as a ‘reader service card’. A reply card bound into a publication, which readers complete to request literature, samples or other details from organisations advertising in the publication.
<b>Blister pack</b>	A sheet of transparent plastic moulded into the form of a blister and laminated onto a backing sheet. This type of pack is often used to protect promotional premiums and samples.
<b>Bounce back</b>	A promotional offer sent to a client or customer when fulfilling their order – ‘bouncing back’ another offer to them. An effective technique to increase sales.
<b>BRE</b>	Business Reply Envelope. A pre-addressed envelope returned to the mailer. The mailer pays postage on the envelopes returned.
<b>Business Reply Licence</b>	Licence issued by the Royal Mail to use Business Reply facilities.
<b>Buy back</b>	A refund offer where the consumer can obtain a full or partial cash refund for the product on supplying proof(s) of purchase.
<b>Buy one get one free</b>	A free product offer either offering instantly, two for the price of one in store, or via a refund offering a voucher or another free item of the product, for proof of purchase of one.
<b>Call Centre (inbound)</b>	A physical or virtual operation in which a managed group of people spend their time in a computer environment handling incoming telephone calls, or other electronic enquiries, from people wishing to place orders or get information. Sometimes called a Contact Centre.

<b>Card deck</b>	A pack of different reply paid cards, with advertising material on one side, and a reply address on the other, which is mailed to prospects and designed to generate low cost enquiries.
<b>Carelines</b>	Incoming telephone lines where consumers can get help with their concerns about products, services or other matters.
<b>Cash buyer</b>	A mail order buyer who encloses a cheque or postal order with their order. Also used for credit card purchasers.
<b>Catalogue buyer</b>	A person who has bought one or more products from a catalogue.
<b>Charge card buyer</b>	A buyer who gives a charge card number, from which the seller receives payment.
<b>Closing out</b>	The final (or closing) results of either a mailing or direct response advertisement e.g. closed out at 2% response.
<b>Competition</b>	Where a prize is allocated according to merit.
<b>Continuity series</b>	A marketing technique where a customer is offered a series of similar products over an extended period.
<b>Conversion pack</b>	The material sent out to an enquirer in the expectation of converting the enquiry into an order.
<b>Coupon</b>	A note offering a specified discount or saving against the purchase of products or services, subject to certain conditions or part of an advertisement, enabling the consumer to obtain further information or to place an order subject to certain conditions.
<b>CPE</b>	Cost Per Enquiry. The total cost of a promotion divided by the number of enquiries achieved.
<b>CPO</b>	Cost Per Order. The total cost of a promotion divided by the number of orders achieved.
<b>Cut off date</b>	A close date for a promotional offer.
<b>Data capture</b>	Response information taken into a computer system.
<b>Database</b>	A collection of records retained on a computer, constantly updated and supporting a range of marketing applications. Data is usually added from other response information such as coupons, questionnaires or telemarketing information.
<b>Data processing</b>	The inputting, analysing, cleansing and updating of records on a database.
<b>De-duping</b>	Comparing two or more databases and removing duplicated data.

<b>Delay card</b>	A card sent to a mail order buyer stating that the order will be delayed longer than the original specified delivery date.
<b>Delivery point</b>	A description of an address or other location, where a delivery will take place.
<b>Dial-in direct connection/Service/Terminal Connection</b>	An internet connection that is accessed by dialling into a computer through a telephone line.
<b>DID</b>	Delay In Delivery.
<b>Digitised signature</b>	A computer-printed simulation of a personal signature.
<b>Direct Response</b>	Advertising or selling through any medium inviting the consumer to respond to the advertiser.
<b>Direct response list</b>	A list of known responders to direct marketing solicitations.
<b>Dry test</b>	A test whereby consumers are asked to order before the product has been manufactured. The manufacture goes ahead only in cases where the response will guarantee a desired profit level. Where this level is not met and the product never manufactured, compensation is given.
<b>DRTV</b>	Direct Response Television, where advertisements carry a website address or response telephone number, which is usually toll free.
<b>Dummy pack</b>	A pack made up in exactly the same style as your final pack for testing purposes.
<b>Duplex</b>	Printed on both sides.
<b>Encryption</b>	A way of scrambling data so only the intended recipient can decipher it.
<b>Enquirer</b>	Person who responds to a direct response advertisement or other reply device.
<b>Enquiry</b>	A response to a direct marketing solicitation, also called a <b>Lead</b> .
<b>Enquiry file</b>	A file of those people who have requested further information but who have not yet placed an order.
<b>Envelope stuffer</b>	Promotional material enclosed in an envelope already containing business letters, invoices or statements.
<b>Expiration date</b>	A closing date given in copy to motivate the reader to respond to an offer.
<b>Feedback</b>	Information telling the enquirer whether and how the message was received.

<b>FIFO</b>	First In. First Out. Stock which is issued in the order it is received.
<b>FILO</b>	First In. Last Out. Stock issued in rotation in which the most recent batch is issued first.
<b>Finished size</b>	The size of the paper or literature after printing, trimming and folding.
<b>First-time buyer</b>	A person who is buying a service or product for the first time.
<b>Fixed fees</b>	A one-off payment to cover fulfilment costs irrespective of the number of redemptions received. The level of the fee is negotiated between the promoter and their fixed fee provider.
<b>FOC</b>	Free Of Charge.
<b>Followup</b>	A subsequent promotion to prospects or customers, usually those who have not replied to the first offer.
<b>Former buyer</b>	A person who has not purchased from a company, usually within the past twelve months.
<b>Forward dating</b>	A sales method whereby a customer buys goods or services in the off-season, but only needs to pay for them when the season starts.
<b>Forward selling</b>	Receiving payment for goods and banking those payments prior to the goods being available for despatch. Whilst cheque payments can be cleared prior to despatch, payments by credit card should only be undertaken with a) the banking merchant's approval and b) the process must be expressly conveyed to the customer at time of ordering. It is not, however, acceptable to accrue orders and payments before the goods are manufactured, as a protection to the public against fraud.
<b>Free trial</b>	A sample of goods or services, either for a limited period or in a limited quantity.
<b>Freephone</b>	Toll free telephone response service such as an 0800 number where the advertiser pays for any calls received.
<b>Free-keeper</b>	A modest gift, given as an incentive in return for placing an order by mail and that can be kept even though the buyer returns the goods ordered.
<b>Free mail in</b>	Where a free reward is given to postal applicants, normally in exchange for proof(s) of purchase.
<b>Freepost</b>	A Royal Mail service. A firm offering a Freepost service pays postage on all mail delivered to the Freepost address.
<b>Freepost NAME</b>	A Royal Mail service similar to Freepost where the address is shortened into an easy to remember format e.g. Freepost FORD

<b>Free prize draw</b>	Where winners are determined purely by chance, product purchase is permissible provided that a genuine, realistic, unlimited 'no purchase necessary' alternative entry route is provided.
<b>Frequency</b>	The number of times a person has ordered from a company within a given time period. This word is often used in conjunction with recency and monetary value, in order to forecast future sales potential.
<b>Fulfilment</b>	The process of dealing with an order or enquiry, from its receipt to delivery. This includes opening, processing, administration, packing and transport. Also known as response handling.
<b>Fulfilment package</b>	Package containing the goods and/or details of the service, or details sent in response to a service.
<b>Gift buyer</b>	A person who buys goods or services for another individual.
<b>Give-away</b>	A low cost gift given to a customer or prospect without obligation.
<b>GND</b>	Goods Not Delivered.
<b>GNO</b>	Goods Not Ordered.
<b>Gone-away</b>	Term used to indicate that a person mailed no longer lives at the address used.
<b>Guardbook</b>	A book or file that contains copies of all advertisements published for a client with relevant data e.g. response rates to individual media.
<b>Handling house</b>	A company, which checks, packs and mails premiums.
<b>Help desk</b>	A telephone helpline usually directed into a call centre.
<b>History file</b>	Historical information allocated to specific customer or other computer records, such as buying patterns etc.
<b>Hot line</b>	A rapid telephone order or enquiry service.
<b>Inactive buyer</b>	A person who has bought from a company but not within a recent specified period.
<b>Inbound calls</b>	Calls which are initiated by the customer or prospect in response to some form of advertising which included a telephone number as a response mechanism.
<b>Incentive</b>	A promotional offer such as a free gift, competition, etc aimed at increasing response rates.
<b>Instalment buyer</b>	A person who pays for goods or services in two or more periodic payments.

<b>Instant win</b>	A game of chance where winning symbols are randomly distributed in or on a pack or via a scratch card. Prizes can be claimed instantly on production of the winning symbol, or winning packs may even contain 'cash'. You know whether you are a winner and if so, what your prize is with the purchase of the product without the need for any further stages, such as ringing a promotional number. In all cases free entry must be allowed.
<b>Key number</b>	A code put on a reply device enabling the response to be monitored by source.
<b>Lead generation</b>	Advertisements or other promotions generating leads for sales follow up.
<b>Leads</b>	Enquiries for sales follow-up and conversion to sales.
<b>Lead time</b>	The time required to produce or provide specific packs, items, services etc.
<b>LIFO</b>	Last In, First Out. (Stock that is issued as early as possible, regardless of stock that is similarly held.)
<b>LILO</b>	Last In, Last Out. (Stock issued in rotation according to the date it is received.)
<b>List merging</b>	Where two or more mailing lists are merged together to form one.
<b>LTV</b>	Lifetime Value. The value of a customer's purchases over time.
<b>Mail in</b>	Any promotion where consumers mail in to obtain fulfilment of an offer.
<b>Mail order</b>	A buying/selling transaction normally carried out by mail. The term, however, often refers to orders placed via other media such as the telephone or internet.
<b>Mail order buyer</b>	A person who makes a mail order purchase.
<b>Mail order product</b>	A product suitable for, or offered by, mail order.
<b>Mail Preference Service</b>	System by which consumers not wishing to receive direct mail are screened from mailings.
<b>Media schedule</b>	A record of space or other bookings planned for a campaign.
<b>Mailsort</b>	A Royal Mail coding system which allows mail to be pre-sorted at the mailing house, affording the client considerable postage discounts.
<b>Member-get-member</b>	Marketing device to encourage customers or members of clubs etc to introduce a new member by offering a free gift or other incentives to both existing customers and potential new members.
<b>Merge/Purge</b>	To combine two or more lists of names and addresses and eliminate the duplicates. The resultant list is often described as the 'net names' list.

<b>Money-back guarantee</b>	A full refund in the event of dissatisfaction with the product (not 'try me free' in view of consumers liking the product not qualifying for the offer).
<b>Multi-buyers</b>	People who have bought more than once from a mailer or advertiser.
<b>Multiple regression</b>	A statistical technique used to measure the relationship between response and lists or list segments.
<b>Mystery shopper</b>	A bogus buyer designed to test the response capability of the selling organisation.
<b>Name acquisition</b>	Technique used to prompt a response in order to generate new names for a mailing list.
<b>Negative option</b>	A buying arrangement in which a customer or member accepts a proposition unless they formally notify the seller to cancel, often within the specified time period.
<b>Nesting order</b>	The order in which your inserts sit in your mailing piece (from outer most to inner most).
<b>Nixie</b>	The direct mail package returned to the mailer as undeliverable.
<b>One-time buyer</b>	A buyer who has made only one order for a company's products or services.
<b>On-pack</b>	A free sample, gift or offer which is promoted on the product or its packaging.
<b>Order form</b>	A form on which a recipient can initiate an order by mail or a website.
<b>Order processing</b>	The handling of an order for goods or services through a clerical and/or computer system, usually to the point of producing a despatch note or invoice.
<b>Outer</b>	The envelope that contains the mailshot.
<b>Package insert</b>	A promotional piece which is included in the fulfilment package (i.e. with the shipment of the product or details of the ordered service).
<b>PAF</b>	Postal Address File. Often used in call centres to speed the address verification of callers thus quickening response times.
<b>Paid cancel</b>	Someone who completes a basic buying commitment before cancelling that commitment.
<b>Past buyer</b>	A person who has bought from a company before, but not within the previous, say, twelve months.
<b>PI deals</b>	Payment by results e.g. Per Inquiry. A charge is made by sales or enquiries at an agreed rate.

<b>Picking line</b>	An arrangement of picking bins/shelves in a continuous line in a warehouse.
<b>Pocket envelopes</b>	Envelopes with the flap on a short side.
<b>POS</b>	Point of Sales. Typically display or other promotional material physically at the point of sale.
<b>PPI</b>	Postage Paid Impression
<b>Premium</b>	An item offered to a buyer, usually free or at a nominal price, as an inducement to purchase or to obtain a product or service on trial.
<b>Prepaid</b>	A mail order shipment for which there is no charge for postage, packing, shipping or handling. These costs have already been included in the purchase price. Also a response device requiring no postage to be paid by the responder.
<b>Pre-testing</b>	Research carried out to test the response to advertising before a campaign is carried out.
<b>Price point</b>	The price people will pay for a product or service, or a level at which it becomes sensitive.
<b>Price test</b>	A direct mail test to compare the responses to two or more different prices for the same product or service.
<b>Prize draw</b>	Where numbers are drawn at random to provide a 'chance' winner. This technique is popular in direct mail to boost response.
<b>Product information cards</b>	Business reply cards in a booklet, or a deck of loose cards. See also <b>card decks</b> .
<b>Product stuffer</b>	A promotional piece which is enclosed with the fulfilment package. It often illustrates other ancillary items which can be bought.
<b>Proof</b>	A sample of work to be checked for errors.
<b>Proof of purchase</b>	Evidence that a purchase has been made.
<b>Prospect</b>	A person who has expressed an interest in a company or its products, or whose profile suggests they are likely to be potential customers.
<b>Prospect list</b>	A list of people considered to be prospects as above.
<b>Prospecting</b>	Mailings whose purpose is to generate leads rather than to make direct sales.
<b>Pull</b>	The percentage response obtained from an offer.
<b>PYOP</b>	Pay Your Own Postage.

<b>Pyramiding</b>	A method used to test lists whereby a small quantity of names is tested to start with. If response rates are satisfactory from this initial test, then further tests are carried out on larger quantities of names.
<b>Qualified enquirer</b>	A person who has acted in such a way as to indicate that he or she is a serious prospect for goods or services.
<b>RAF</b>	Recommend A Friend.
<b>Random sampling</b>	The process of selecting respondents at random for market research purposes, so that every person has an equal chance of being chosen.
<b>Rate of return curve</b>	A graph which records the percentage response from a mailing over time.
<b>Reader enquiry service</b>	A service run by a publisher which enables the reader to obtain further details of featured products or services from suppliers/advertisers, usually by return of a postcard.
<b>Recency</b>	The time which has elapsed since a customer either bought or entered into another transaction.
<b>Recorded Delivery</b>	A Royal Mail service, whereby delivered mail is signed for by the recipient.
<b>Redemption</b>	The act of fulfilling a customer's request or claim.
<b>Redemption rate</b>	The number of applicants or redemptions in relation to the number of opportunities to participate.
<b>Re-order lead time</b>	A mail order term for the period between when inventory requirements are assessed, and the merchandise arrives ready to fulfil orders.
<b>Re-order period</b>	The time period required to sell a commitment for merchandise. This is the sum of the re-order lead time (see above) and the time required to sell the stock held as safety.
<b>Repeat buyer</b>	A person who has bought from a company more than once within a specified time limit.
<b>Reply card</b>	A card included in a mailing which is usually prepaid and return addressed to facilitate a response from a prospect or customer.
<b>Respondent</b>	A person who replies to a direct marketing solicitation.
<b>Responder list</b>	A list of people who have responded to direct marketing invitations/offers.
<b>Response curve</b>	The graph produced by plotting the daily intake of responses as a result of a direct response advertisement.

<b>Response handling</b>	Similar to fulfilment (above), but a more general term where the response activity may not require physical fulfilment. Examples might be: telephone care lines where queries/complaints are dealt with at point of contact or competition entry handling.
<b>Response rate</b>	The percentage of orders or enquiries received from the total number of people who received the promotion.
<b>Response time</b>	The time taken to fulfil a request or order.
<b>Retest</b>	The verification of the results of a test campaign using the same materials sent to the same list (not the same people on the list).
<b>Return address</b>	The address, usually printed on the outside of the mail carrier, to which 'undeliverables' are to be returned.
<b>Return envelope</b>	An envelope which is included in a mailing which is self addressed by the mailer.
<b>Returns</b>	Goods or items returned by the buyer because they are unsatisfactory for whatever reason.
<b>RPC</b>	Reply Paid Card.
<b>RPE</b>	Reply Paid Envelope.
<b>Sales lead</b>	The name and address or other details volunteered by an individual, in response to a promotion, in order to receive more information about a product or service.
<b>Salutation</b>	An expression of greeting e.g. Dear Mrs Jones.
<b>Sampling method</b>	The means of obtaining the sample from the total population.
<b>Seasonality</b>	The influence on response of the time of the year.
<b>Self-liquidator</b>	An incentive or premium whose costs (including handling and postage) are covered by a charge to the customer.
<b>Simplex</b>	Printed on one side only.
<b>Small order</b>	Individual sales or orders that are so small as to be unprofitable as to the cost of fulfilling them.
<b>Source code</b>	A unique identification distinguishing one list or media source from another.

<b>Split run</b>	A test where one element of a promotion is tested for response against another, under control conditions. These are also known as A/B splits in the press and a 'head to head' in direct mail.
<b>Stuffer</b>	Advertising material which is placed with other material e.g. an insert placed in with an invoice or statement.
<b>Subscription series</b>	The continuity programme in which the buyer agrees to acquire the products in a series at regular intervals.
<b>Suppression File</b>	A data file consisting of gone-aways and deceased people.
<b>Target audience</b>	The audience to whom the marketing activity is specifically directed.
<b>Teaser</b>	A device intended to entice a reader to open an envelope and read its contents.
<b>Tele-answering</b>	The process of answering telephone calls.
<b>Telemarketing</b>	Using the telephone for marketing purposes, may be inbound or outbound.
<b>Telephone response</b>	The method of responding to a direct marketing solicitation by telephone.
<b>Test</b>	A trial of two or more variants (lists, packages, offers, prices etc).
<b>Testimonial</b>	A favourable comment made by a customer in an advertisement, in order to generate more response. Used to reassure the reader or to add emphasis or credibility to the product or proposition.
<b>Tie breaker</b>	A technique to determine the winner in a competition where a number of correct answers has been received or are likely. It usually takes the form of completing a sentence or writing a slogan with a limited number of words.
<b>Thank you letter</b>	Acknowledgement letter following a response, sale or donation.
<b>Third party letter</b>	A letter signed by someone other than the mailer or company employee, endorsing the subject of the promotion and designed to increase response. Frequently used for mailings to the membership or customer list of the third party.
<b>Time limit</b>	The date on which an offer expires. Also a closing date.
<b>Traffic builder</b>	Direct mail whose purpose is to increase store traffic (in a retail outlet).
<b>Trial buyer</b>	A person who buys a short-time supply of a product, or who buys a product with the understanding that it can be examined and be returned or paid for after a given period.

<b>Trial close</b>	A technique used in copy where the writer asks for the order, and points the reader to completing the order form early in the sales copy. The technique is sometimes used on every page of the direct mail letter.
<b>Trial subscription</b>	A method of selling magazines or newspapers enabling readers to see a representative number of issues free or at a lower introductory rate before deciding or not to become a regular subscriber.
<b>Try me free</b>	A free trial offering a full refund of the purchase price. It is acceptable with such an offer to provide a personal cheque, or company vouchers, so long as those vouchers are redeemable against a very wide range of goods and services.
<b>Turnaround time</b>	The time taken to fulfil a request or order.
<b>Two-stage</b>	A selling technique which uses two steps to sell a product or service. The first is designed to invite an enquiry. The second is designed to complete the sale.
<b>URN</b>	Unique Reference Number. A unique code can be attached to each record on your database for ease of tracking.
<b>Walksort</b>	An extension of Mailsort, Walksort enables mail to be pre-sorted into postmen's rounds before leaving the mailing house.
<b>Wallet envelopes</b>	Envelopes with the flap on a long side.
<b>Warm donors</b>	People who have previously supported a charity, and thus are considered to be more likely to respond to future appeals.
<b>'We miss you' letter</b>	A letter sent to a lapsed customer or subscriber to try to win back their custom, usually with an incentive.
<b>White mail</b>	Letters received by mail order firms which result in extra administrative work.
<b>X date</b>	For subscriptions: the date a member or subscriber 'expires'. In direct mail: the date a particular offer will terminate.
<b>Yes/no envelope</b>	A device designed to improve response by asking readers to reply regardless of whether they intend to take up the offer or not. The 'no' proves that they are responsive and is then used for different approaches in the future.
<b>Yes/no stamp</b>	A stamp designed to attach to a card or coupon for a similar purpose to the yes/no envelope above.

## Appendix – Useful addresses

### **The DMA (UK) Ltd**

DMA House  
70 Margaret Street  
LONDON, W1W 8SS

T 020 7291 3300  
F 020 7323 4165

### **DMA Edinburgh**

41 Comely Bank  
EDINBURGH, EH4 1AF

T 0131 315 4422  
F 0131 315 4433

### **Data Protection Registrar**

Wycliffe House  
Water Lane, Wilmslow  
Cheshire, SK9 5AF

T 01625 545745 enquiries  
01625 545740 registration  
W [www.open.gov.uk/dpr/](http://www.open.gov.uk/dpr/)

### **Mailing Preference Service**

DMA House  
70 Margaret Street  
LONDON, W1W 8SS

T 020 7291 3310  
F 020 7323 4426

### **Telephone Preference Service**

DMA House  
70 Margaret Street  
LONDON, W1W 8SS

T 020 7291 3320  
F 020 7323 4426

### **Fax Preference Service**

DMA House  
70 Margaret Street  
LONDON, W1W 8SS

T 020 7291 3330  
F 020 7323 4426

### **Royal Mail Media Centre**

Stukeley Street  
LONDON, WC1V 7AB

T 020 7421 2250  
F 020 7421 2160

### **Advertising Standards Authority and Committee of Advertising Practice**

Brook House  
2 Torrington Place  
LONDON, WC1E 7HW

T 020 7580 5555  
F 020 7631 3051

### **List Warranty Register (LWR)**

DMA House  
70 Margaret Street  
LONDON, W1W 8SS

T 020 7291 3340  
F 020 7323 4165





THE DIRECT MARKETING ASSOCIATION (UK) LTD

DMA HOUSE · 70 MARGARET STREET · LONDON W1W 8SS · T 020 7291 3300 · F 020 7323 4165\*

41 COMLEY BANK · EDINBURGH EH4 1A · T 0131 315 4422 · F 0131 315 4433

E [dma@dma.org.uk](mailto:dma@dma.org.uk) · W [www.dma.org.uk](http://www.dma.org.uk)

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