



# **Data Council**

## **How to Guide: Renting Business to Business Lists**

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## How to Guides

### Renting Business to Business Lists

If you are considering business to business marketing for the first time, you will need to understand the way that business to business lists can be bought and used. Through the extensive number of business to business marketing lists and databases available in the UK, it is possible to target individual senior staff members with a range of responsibilities. Using business marketing lists for the first time, you will need advice on how to select the correct prospects and also how to respect the individual staff member's rights under the Data Protection Act 1998.

This guide focuses on renting business lists and is one in a series designed to help you get the best results from your direct marketing campaigns. For a full list of other How to Guides, please click [here](#). It will also help to ensure that you understand your rights and obligations in dealing with list owners, managers and brokers.

The Direct Marketing Association (DMA) produces listings of its members who provide particular products or services. Using DMA members offers the added confidence of adherence to a strict Code of Practice and, in the case of lists, the [List Warranty Register](#).

If your questions about renting business lists are not answered below please call the DMA switchboard on 020 7291 3300 and ask to speak to a member of the DMA Media Channel Development team.



**Q: What kind of lists can I rent/buy?**

Business marketing lists tend to be developed by two methods:

1. They may be compiled specifically as marketing lists for rental, often from information in the 'public domain'. This type of list would include business information available from Companies House, directories (such as Thompson's and Yellow Pages) or researched by telephoning companies in a specific sector.
2. They may be generated in response to an advertising or direct marketing campaign. Response lists include magazine controlled circulation or paid for subscription lists, exhibition, conference or seminar attendees, buyers of business equipment or services or customer lists of any sort.

**Q: Where do I get information about lists?**

Information about marketing lists for rental is available from the list owners themselves, from list managers or from list brokers. A list of DMA members who provide these services is available. In addition, there are a number of directories of lists published as a general guide with descriptions of lists, costs etc.

The DMA has its own directory of lists, [List Manager](#), which is available on the DMA website. All lists contained within List Manager are available from DMA member organisations.

**Q: What is the difference between a list owner, a list manager and a list broker?**

List owners are the generators of marketing lists, either specifically for rental or as a by-product of their main business. Their aim will be to sell you their list if it fits the profile you are seeking.

List managers take on the job of selling marketing lists on behalf of a list owner. They are remunerated by the list owner on a commission basis according to the number of names they sell.

List brokers buy lists on behalf of clients much like other media buyers. They are a source of impartial advice on marketing lists as they receive similar commissions from all list owners, and have experience of working with a variety of list sources. Most list brokers have a minimum number of names per order and generally deal in higher volume marketing lists.

**Q: What form will the list information take?**

Apart from the general information about the origin of the list, which may be in brochures or other advertising literature, you should ask to see a datacard on the lists you are considering renting.



**Q: What will a datacard tell me?**

The datacard is similar to an advertising rate card. It will probably contain the following information:

- Source/profile of the list according to list owner/list manager
- Number of names available overall
- Number of names available broken down by key selections
- Type of selections available
- Production formats
- Update method and frequency for the list
- Price per name or per thousand names
- Price per selection
- Availability of telephone/fax or email addresses
- Minimum order quantity or price
- Delivery time and cost
- Address formats/post-coding/Mailsort
- When the datacard was last updated
- If appropriate, the list has been screened against the following files: Telephone Preference Service (TPS), Corporate Telephone Preference Service (CTPS) and the Fax Preference Service (FPS)
- List Warranty registration number

**Q: How are lists priced?**

Most lists are priced per thousand records. Not all business to business lists supply named records – some supply organisation name and address and use job titles to reach the right decision makers. Small lists may have a one-off price for use of all the names. In addition to the base price, there will usually be further charges for each selection, for telephone numbers (if required) and for the output format you require. Delivery will also be charged extra. Remember there will usually be a minimum order quantity or price to consider.

There are various methods of compensating list users for duplicates when multiple list sources are being used. For further information relating to list pricing please refer to [An Informative Guide to Data Purchasing Methods](#).

**Q: What am I allowed to do with the data?**

Most lists are made available for one-time contact only using the selected channel. Additional uses, including telephone follow up, have to be agreed with the list owner. Some lists are made available for multiple usage and are sold outright or on licence. In all cases the list owner retains the copyright of the list and is the legal owner of the data. Even if data is supplied in electronic formats you will require permission to load it onto your own database. All lists include seed names which are dummy records addressed to the list owner or his agent. Unauthorised usage of lists will, therefore, be detected by the list owner and will be subject to further charges and, in some cases, may lead to legal action being taken.



**Q: Is there any guarantee of quality or response?**

It is impossible to predict response rates accurately on any list as it is very much dependent on the offer, the creative treatment and the timing of the mailing. You will not receive guarantees of response from list suppliers although they will be able to tell you in broad terms if the list has worked for similar offers in the past. Some list owners offer guarantees of deliverability and quality of addressing.

**Q: What are list warranties?**

The DMA list companies must have a list owner warranty which states that the list is fairly obtained under data protection legislation and makes clear the period of updating. The warranty is not a guarantee of response. To check that the list has a valid warranty you contact the list company directly or the [List Warranty Register](#) on 020 7291 3341 or alternatively visit the List Warranty section of the DMA Website.

List users renting lists from DMA member companies will also be asked to sign a list user warranty stating their Notification/Registration number, that they will pass on requests for contact data to be removed from the marketing list and added to the in-house suppression file, that the marketing piece complies with [The British Code of Advertising, Sales Promotion and Direct Marketing](#) (the CAP Code).

**Q: How are lists updated?**

Methods of updating vary from list to list. Some are refreshed constantly via telephone or postal contact with the individuals concerned. All lists should be cleaned of goneaways regularly. You should ask the list owner or list manager what the update method is and what the periods of update are. Some lists may be [TPS](#), [CTPS](#) or [FPS](#) cleaned before supply, however not all list owners can offer this service. List users should ensure data is TPS/CTPS cleaned before using for a unsolicited telemarketing campaign or FPS cleaned before undertaking a unsolicited fax marketing campaign. This is so that people who have opted out of receiving all unsolicited telemarketing calls or unsolicited fax marketing messages can be suppressed. In the case of TPS, CTPS and FPS this is a legal requirement and the list must be screened against the appropriate preference service file a maximum period of 28 days before the call or fax.

**Q: What are suppression files?**

Various business suppression files are commercially available to help list owners and list users to clean their database. Their use is not compulsory but it is a useful tool for verifying data accuracy.

The Preference Services lists which apply to business data are [Telephone Preference Service](#) (for sole traders and partnerships), Corporate Telephone Preference Service and [Fax Preference Service](#). The preference services allow individual staff members to opt out of receiving unsolicited direct marketing approaches by their specified channels. Use of TPS, CTPS and FPS is a legal requirement, the onus being on the list user. The list must be screened against the appropriate preference service file a maximum period of 28 days before the



call or fax. In the case of a business to business telemarketing campaign you will need to screen against both the Telephone Preference Service, which includes telephone numbers of sole traders and partnerships in England and Wales, and the Corporate Telephone Preference Service, which includes telephone numbers of limited companies, public limited companies and Scottish partnerships. If you are sure that the list only includes numbers belonging to limited companies and publicly limited companies then you only need to screen against the CTPS.

For further information on suppression files please refer to [Fast Facts - Easy Access to Suppression Products & Volumes](#).

**Q: What happens if I get returns?**

No list will be 100% accurate and some returns or goneaways should be expected. For example, some sectors such as catering are prone to high staff turnover ratios and so data accuracy is more difficult to maintain. It is advisable to have a system in place to facilitate handling of goneaways/complaints. The DMA Direct Marketing Code of Practice and the CAP code require that all goneaways should be returned to list owners promptly for removal. List owners operate different schemes to incentivise the return of goneaways. Some offer a credit for returns over a certain percentage. It is a requirement of the DMA Code that owners should inform potential users if returns are likely to exceed 3% for a responder list or 6% for a compiled list.

**Q: What about the Data Protection Act?**

All list owners in the UK must go through the process of notification/registration with the Information Commissioner's Office and must collect data both fairly and lawfully. List warranties state the details of registration with the Information Commissioner's Office and confirm that the individuals have been offered an opt-out (for postal or telemarketing data) or that the data has been fairly obtained from publicly available sources. Email marketing has more stringent rules applied and the general rule is that you have to opt-in for unsolicited email marketing, although there is the soft opt-in exemption. For further information relating to best practice in email marketing please refer to the [Email Marketing Best Practice Guidelines](#).

List users who hold personal data on individuals (including those at business addresses) are also required to notify with the Information Commissioner unless they are exempt. For further information on your obligations under the Data Protection Act or to find out if you are exempt from notification please visit [www.ico.gov.uk](http://www.ico.gov.uk) or contact the Information Commissioner's Office on 01625 545 745.



**Q: Does the DMA have rules about renting lists?**

The DMA Code of Practice (3rd edition) contains rules which have to be adhered to by list suppliers, processors and users (Section 5) who are members of the Association. You should be familiar with your responsibilities under the Code as well as those of owners, brokers and managers. Many of the rules in Section 5 are legal requirements and therefore all marketers, including non-members, need to comply with them.

DMA members are able to view, print and save the Code of Practice to their hard disk via the DMA website. Non-members may only view the document or can purchase an electronic copy.

**Q: What format will the list come in?**

Lists can be delivered in many different formats - by email, via an FTP site, on CD, floppy disk or on labels. Your list supplier will be able to advise you of the formats available. Data must be securely transmitted, therefore list owners should take appropriate measures to protect data prior to despatch, for example password protecting the data and then telephoning the password through to a named contact.

**Q: Can I market anything I like to the list?**

Before a list is released you will be required to submit a sample mailing piece, telephone script, or email body text to the list owner for approval. You may only market the approved piece to the list unless otherwise agreed with the owner. You will need to ensure that the mailing conforms to the DMA Direct Marketing Code of Practice (3rd Edition) and the British Code of Advertising, Sales Promotion and Direct Marketing and that it meets all other legal requirements.

**Q: How long will delivery take and can I see the list before it is used?**

Some lists can be supplied very quickly, even overnight, but most will take around 5-7 working days from the point where the order is approved by the list owner. Some list owners will only allow lists to be delivered to a mailing house or data processing bureau which is a member of the DMA. If data is released to end users, ensure all staff are aware that data is for one-off use. Data must be used within 6 months of supply unless the conditions in paragraph 5.47 of the DMA Code of Practice 3<sup>rd</sup> edition are met.

**Q: What should I do if I receive a question from someone on the list as to how my organisation acquired their personal data?**

If you receive such a question you should let the individual know how you obtained their contact details and which list they appeared on. If they request it you must delete their contact details from your own marketing list, add their contact details to your own in-house suppression file and also inform the list owner to do the same. It is worthwhile confirming in writing that you have done this.



**Q: Whom do the responses belong to?**

When you receive responses to your marketing communication you can record the respondents' details in your own files and may re-use the names for further campaigns without restriction. Non-responders remain the property of the list owner and may only be re-used with permission.

**Q: How do I find out more about renting lists?**

This document is intended to provide you with brief information relating to the supply of business lists. Should you require further information please refer to the following documents on the DMA website (filed under the 'Best Practice' section on the DMA home page):

- [The DMA Code of Practice \(3rd Edition\) - section 5](#)
- [An Informative Guide to Data Purchasing Methods](#)
- [How to Buy Lists - A Checklist](#)
- [A Guide to Renting Consumer Lists](#)
- [Data Best Practice Guidelines](#)
- [A Guide to List Swapping](#)
- [Fast Facts - Easy Access to Suppression Products & Volumes](#)
- [Email Marketing Best Practice Guidelines](#)

You may also find the following pages on the DMA website useful:

- [List Manager](#)
- [DMA Data Council home page](#)
- [Preference Services](#)

**Q: Are there any training courses I could attend to find out more?**

The DMA run a range of informative [events and training courses](#) specifically linked to data, full details can be found on the DMA website.