



## RENTING CONSUMER LISTS – ‘HOW TO’ GUIDE PUBLISHED



For companies who are using direct mail for the first time, understanding how mailing lists can be bought and used can seem like a minefield! In response to such feedback, the DMA Data Council has published the latest in its ‘How to’ series – Renting Consumer Lists. An easy to use, comprehensive guide, the document is downloadable as a PDF from the DMA website [www.dma.org.uk/content/Pro-BestPractice.asp?grp=6](http://www.dma.org.uk/content/Pro-BestPractice.asp?grp=6).

Designed to maximise results from direct mail campaigns, the guide gives advice on selecting prospects and how to avoid falling foul of the Data Protection Act. It also explains the rights and obligations involved in dealing with list owners, managers and brokers.

More specifically, those new to the market will also be led through the basics surrounding what types of lists to rent or buy; where to get information about lists; the differences between a list owner, manager and broker and pricing issues. Datacards and list warranties are explained, as are suppression files, what to do with returns and the DMA’s own rules about renting lists.

Scott Logie, Chair of the Data Council’s Marketing and Communications Group comments, “The publication of such comprehensive guidelines by our Best Practice working party, represents the amalgamation of an extensive range of knowledge and tangible experience from practitioners within DMA membership. As such, this plain speaking, easy to use guide is a necessary “must have” for anyone embarking on renting consumer lists for the first time and, indeed, it’s also a good refresher tool for anyone looking to update their knowledge before renting consumer lists”.

Click [here](#) to download ‘How to’ Rent consumer Lists.