

# DMEF List Research Tool

The [Direct Marketing Education Foundation \("DMEF"\)](#) and NextMark have jointly developed a program to provide qualified educational institutions with free access to NextMark's List Research system.

This program is intended to enhance students' learning experience by providing a tool for completing class projects that involve list selection. Previous experience shows the students will benefit from the use of a "real world" tool that provides access to "real world" information. NextMark's system has been proven to be very easy to use, fun to use, and an eye-opener. See the attached review from Tuck School of Business to discover how they used the system in conjunction with a case they study called "The Independent Adviser for Vanguard Investors." According to the DMEF, "NextMark's systems is a great resource for undergraduate or graduate students conducting list selection projects."

To qualify for free access under this program, you must participate in the [DMEF's Collegiate ECHO program](#)

In addition to receiving [free access to Nextmark's system](#), professors will have the option to attend training webinars.

## About the System

Reaching the "right people" is one of the most important duties of every marketing professional. But with tens of thousands of mailing lists on the market and scores of new ones coming on every day, figuring out who those "right people" are can be a daunting challenge... only a few lists will really "pull" and you can't afford many failed experiments.

The NextMark list research system enables you to quickly find responsive lists. Its database of more than 45,000 data cards represents virtually all lists on the market including postal, email, telephone, and insert media. The database is updated continually every day so you always have access to the most current information.

You access this database through a powerful and easy-to-use web interface. Its search engine provides relevance ranked results and many advanced options to pinpoint the lists that will produce the best results.

## Using the NextMark List Search System in A Database Marketing Course

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I use the NextMark system to amplify student learning with regard to list procurement, evaluation, and selection. Specifically I use the system in conjunction with a case we study called "The Independent Adviser for Vanguard Investors"<sup>1</sup> The case portrays the situation where a manager is confronted with a set of available lists and must decide which one(s) to select for a customer acquisition campaign. The case is very useful for illustrating the role of customer lifetime value in list selection. However, the natural question is, "Where do these lists come from in the first place?" The NextMark system answers that question and several more.

The students use the system to identify potential lists that could be used by Vanguard management for customer acquisition. Students enter the NextMark system and use its search functions. The experience helps students learn about the following:

- *The number and variety of lists available:* Students are not generally aware of the extensiveness of the industry and how specifically one can identify lists. They are strongly impressed with the number of lists available under the heading "financial

newsletter” or “investor newsletter subscribers.” The appreciation students gain for the size, breadth, and depth of the list industry is indispensable and using the NextMark system is ideal for developing this appreciation.

- *Criteria for selecting lists:* Using the NextMark system encourages students to identify criteria for identifying lists, including match to target group, cost-perthousand, segmenting capabilities, and merge-purge percentages.

- *How the list industry is organized:* The students’ NextMark experience sets the stage nicely for a discussion of the industry and helps them to appreciate the roles of brokers and list managers.

- *The capabilities of an online search engine:* Students learn firsthand how easily a search engine can help them identify appropriate lists. NextMark sets a standard for them on the specificity and number of lists that can be identified for customer acquisition campaigns.

In summary, the NextMark system introduces students to the *real world* of list evaluation and selection. It gives them the experience to go along with the knowledge they need to deal with a list management problem when they run into it on the job.

<sup>1</sup> Case UVA-M-0451, prepared by Professor Phillip E. Pfeifer, Darden School, University of Virginia. The case is available from the Darden School.