



## **Breakthrough Program Allows Direct Marketers To Turn Dormant Names Into 30 Day Hotlines** **by David Bancroft Avrick**

***Direct Marketers discover a NO RISK, continual source of new buyer /donor/subscriber names while dramatically increasing their list rental revenue***

Every direct marketer mails and mails their inactive/dormant/lapsed/expire names. At some point it is simply unprofitable and those names go into the inactive graveyard. Most companies try to reactivate these names with NCOA. But NCOA, at best, catches 50% of all moves, and it's not uncommon to properly "move" only 5%-10% of your inactive list.

Avrick Direct, Inc., a Santa Barbara based company, just announced the introduction of their new product, the Revenue Enhancement Program. This program generates a 30 day/monthly hotline mailing list of over 6,000,000 names. These names are profitably being mailed by dozens of the nation's largest direct marketers.

The Revenue Enhancement Program allows direct marketers to merge these monthly hotline names against their inactive lists each month. Multiple options are available for processing. This program makes names available for in-house processing, or Avrick will provide processing at no charge. Every one of these hotline names just had a recent transaction - the addresses are deliverable and these consumers are buying right now. There is no upfront cost, and no financial guarantees. The direct marketer only pays a royalty on names used.

In a typical month a direct marketer will generate between a 1% and 3% "hit" rate. That means that

with 5 million accumulated inactive names, as many as 50,000 to 150,000 qualify as new "30 day hotline" names each and every month. That's 600,000 to 1,800,000 new names annually. These names will work for new offers, and can also be used to cross-sell other publications, products or services. There is no charge except for the names actually mailed.

Companies can use these new 30 day hotline names to supplement their list quantities, both to boost internal numbers, and also to increase the names available to outside mailers, and generate substantial additional list rental revenue.

Imagine, finally a solution to the on-going quest for reactivation, increased quantities of names, and more profitable list rental. And best of all, the Revenue Enhancement Program costs nothing to implement.

Further information about the Revenue Enhancement Program is available from Craig Marr of Avrick Direct, Inc. Reach him at: (805) 683-6551 or [craig@avricks.com](mailto:craig@avricks.com).