



CREATIVE MARKETING PROGRAMS
Kansas City

NEW MOVER LIST DEVELOPMENT PROCESS

Creative Marketing Programs Kansas City (CMPKc) has a unique approach to the development and acquisition of new mover lists. Unlike traditional vendors that sell “off-the-shelf” products, CMPKc’s proprietary database of new movers is created through extensive, ongoing compilation, merging, updating, and testing of new mover information. Following is an overview of the process we utilize.

- Identify multiple list sources based on objectives and selection criteria.
- Select/secure lists by segment for testing.
- Test for deliverability via mail.
- Conduct telephone interviews to confirm accuracy (when they moved, where they moved from).
- Identify segments (list sub-sources) with highest performance and secure those segments only (average 70% of available list).
- Merge/purge multiple lists secured.
- List cleansing utilizing proprietary software.
- Make cosmetic corrections/improvements to improve the quality (image) and deliverability.
- Run list through CASS certification via USPS approved software to further determine deliverability (e.g., eliminate addresses classified as “multiple family dwelling” when no apartment number is available).
- Run NCOA^{LINK} and DPV processing to identify and remove addresses that have been identified as undeliverable or questionable.
- Merge/purge the list by last name/address (against the previous 18 months) to avoid duplicate mailings.
- Select female within household (primary health care decision-maker) where male/female names exist at the same residence.
- Execute mailing (and billing) based on only those names meeting all of the criteria listed above.

Recent tests in two major metropolitan areas resulted in a 97.9% deliverability rate.

To the best of our knowledge, CMPKc is the only direct marketing agency that has taken this type of thorough approach to the development of a new mover list. Periodically, we conduct telephone interviews to determine the accuracy of our list and conduct primary research to confirm the needs and behavioral characteristics of this market segment.

Essentially, CMPKc's proprietary database is consistently at least 40% more effective than the closest alternative. In fact, CMPKc guarantees we will provide the most balanced list to meet your goals in your marketplace or we'll refund your money!

Market Exclusivity

CMPKc will discontinue all of our communications to any healthcare related organization in your market area, and any other area you designate, as long as you are a new mover client.

*For more information, please contact us.
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