



Finding the Decision Makers that Generate the Highest B2B Response

A Cross Country Computer White Paper

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“As marketers strive to improve personalization and avoid having their solicitations discarded as ‘junk mail’, the goal is increasingly to correct awkward and unprofessional misspelled titles with their true, ‘beautified’ titles.”

Thomas J. Berger | CEO, Cross Country Computer

Overview

There are over 10,000 unique business titles across more than 200 departments, 25 broad disciplines and 20 position-levels in the country making finding the right decision maker for a particular offer one of the biggest challenges we face as B2B marketers. Adding to this pain point is the number of different ways the same title can be represented in conjunction with a rising cost environment making it even more critical to ensure that every direct mail piece counts. To that end, many are returning to more sophisticated ways of selecting prospects and leads for new customer acquisition by leveraging business title as a supplement to RFM

and model selections in identifying those most likely to respond.

The process begins with an understanding of which professional titles are most likely to respond to your offer. While this sounds simple most marketers are challenged to capture this information and lack a universal standard for aggregating this data in a manner that would facilitate this type of analysis across a broad range of outside lists. Due to differing title formats and data capture practices it is not uncommon for a single title to be spelled dozens of different ways on a single mail file.

Example from an Actual Mail File:

DIR MARKET VP	1
DIR MARKETING V P	3
DIR MARKETING VP	11
DIR MKT V P	2
DIR MKT VP	3
DIR MKTG V P	6
DIR MKTG VICE PR	1
DIR MKTG VICE PRES	2
DIR MKTG VP	36
DIR MRKT VP	5
DIR MRKTG VP	1
DIRECT MARKETING V P	4
DIRECT MARKETING VICE PRE	2
DIRECT MARKETING VICE PRES	6
DIRECT MARKETING VICE PRESIDE	1
DIRECT MARKETING VICE PRESIDEN	3
DIRECT MARKETING VICE PRESIDENT	21
DIRECT MARKETING VP	52
DIRECY MKTG VP	1

DIRMKTG VP	1
V P DIR MKT	1
V P DIR MKTG	3
V P DIRECT MARKETING	3
V P DIRECT MKTG	1
V P OF DIR MKTG	2
VICE PRESIDENT DIRECT MARKETING	1
VICE PRES DIR MKT	1
VICE PRES DIR MKTG	1
VICE PRES DIRECT MARKETING	2
VICE PRESIDENT DIRECT MAR	1
VICE PRESIDENT DIRECT MARKE	1
VICE PRESIDENT DIRECT MARKETIN	3
VICE PRESIDENT DIRECT MARKETING	25
VICE PRESIDENT OF DIRECT MARK	1
VICE PRESIDENT OF DIRECT MARKE	3
VICE PRESIDENT OF DIRECT MARKETIN	1
VICE PRESIDENT OF DIRECT MARKETING	14
VP DIR MAR	1

VP DIR MARKE	1
VP DIR MARKETING	5
VP DIR MARKTG	1
VP DIR MKT	3
VP DIR MKTG	63
VP DIR MRKT	7
VP DIR MRKTG	1
VP OF DIR MARK	1
VP OF DIR MARKETING	1
VP DIRECT MAR	1
VP DIRECT MARKETI	1
VP DIRECT MARKETING	82
VP DIRECT MKTG	18
VP OF DIRECT MARK	1
VP OF DIRECT MARKET	2
VP OF DIRECT MARKETIN	1
VP OF DIRECT MARKETING	11
VPOF DIRECT MARKETING	1

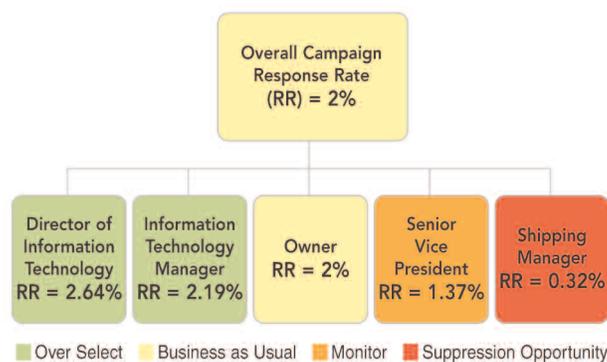


In a typical direct mail campaign, each recipient would be targeted with one of the above titles printed on the actual offer that (hopefully) reaches their desk. As marketers strive to improve personalization and avoid having their solicitations discarded as 'junk mail', the goal is increasingly to correct awkward and unprofessional misspelled titles with their true, 'beautified' titles. In the above example, this would be 'Vice President of Direct Marketing'.

The next logical step after linking a wide range of different raw titles to a single standardized title is to categorize each decision maker by their department, discipline and position-level. Using a smart key on the mail file for each resulting segment allows mailers to easily analyze response by title (Vice President of Direct Marketing), department (Direct Marketing), discipline (Marketing) or position-level (Vice President) once the campaign is complete. Armed with this information, marketers can gain insight into which offers and price points may be of interest to each type of decision maker and improve their "up front" name selection.

Leveraging Beautified Titles to Find Best Responders for a High-Tech Offer:

The below chart illustrates how different titles reflecting different types of decision makers generate different results relative to the campaign's overall performance.



Another benefit to leveraging standardized titles is to increase deductions on net name list rental agreements. When targeted title-screens are applied to all rented lists, marketers can identify which names do not meet the criteria of the list rental agreement, thereby allowing for documented deduction against net name agreements.

In the following example, this could translate to several hundred thousand dollars in savings. This also allows the marketer to use that savings to replace less qualified leads with more relevant targeted prospects for higher response and campaign ROI.

Leveraging Title Beautification to Reduce Rental Costs:

Annual Outside Names Rented	25,000,000
Non-Qualified Names Removed (5%)	1,250,000
Average Rental Cost per Thousand	\$ 225/M
Projected Savings	\$ 281,250

The top 4 ways to leverage classification and correction of business titles:

- 1) *Replace poorly formatted raw titles on mail files with the correct "beautified" titles.*
- 2) *Use a smart key strategy to facilitate back end response analysis by title for greater insight into best responders*
- 3) *Incorporate standardized titles, departments, disciplines and position-levels back into your marketing database to improve targeting and analysis.*
- 4) *Increase penetration into better performing segments when renting outside lists.*

Few service bureaus specialize in the special needs of B2B marketers but there are tools available from a select few that can enable this more sophisticated strategy. With the disciplined use of title classification and correction systems, marketers achieve higher returns on their campaigns through both improved targeting and better quality presentation at a lower total cost. The end result is a higher return on investment and faster growth of the customer database.

About Cross Country Computer

Headquartered in Central Islip, New York, Cross Country Computer has been a long time provider of data management services since 1975, specializing in the unique needs of B2B marketers including database management, merge/purge, list hygiene, analytical services as well as list and email fulfillment. For more information, call: 631-231-4200 or send an email to: Inquiry@crosscountrycomputer.com