



The landscape of the Direct Mail Industry:

- The Direct Marketing community is facing increased attacks on use (and users) of consumer direct mail
- Do Not Mail efforts are increasing
- Well-organized environmental groups fueling momentum of Do Not Mail interests

The DMA's response::

- DMA has developed a best in class consumer preference service to be proactive against other companies (like Catalog Choice) who are trying to provide this service. The Direct Marketing community is under great scrutiny in this green environment.
- DMA believes in honoring consumer choice
- No entity should come between consumers and merchants/companies and organizations*
- Major policy shift for DMAchoice – connect consumer directly with merchant
- No disparaging messages about direct marketing – messaging should be at least neutral to educational
- Names should be collected ONLY for suppression purposes – no other uses now or in the future (i.e., not for marketing or fundraising)
- We moved forward and are proud of DMAchoice - we believe, “best in class”
- We have brought DMAchoice to a higher ground
- *Note: this applies to existing customers – prospects are STILL under the same acquisition file/MPS requirements
- Move away from global opt out to categorical (catalog, magazine, other) opt out as well as brand opt out (for catalog there will be an opt in file and an opt out file)

Responsible Marketer's Should...

- run each of your prospecting campaign lists by a DMA-prepared category opt out file and
- run any prospecting---or customer lists--used in a promotion by the catalog company brand name opt in/opt out file..
- How fast to act upon this: Within 30 days should be acted on. Effective in 90 days. Preferences stay in place for 3 years. Dec 1, 2008 these new opt in/out options will start becoming available. Mailer compliance required by end of Jan '09.

Source: Direct Marketing Association 11/19 webinar entitled “DMA Choice: How it works for you”