



LIST BAZAAR

MAY 12, 2022

The Legend returns...

Welcome

Dan Sonners

Vice President, Client Accounts
Lautman Maska Neill

Our Thanks!



TOM ROBERTSON



EPSILON[®]

DMAW

Direct Marketing Association of Washington
Lunch & Learn | Thursday, May 19, 2022
12:00N-2:00PM | SEIU | Washington, DC

**Nonprofit
Industry
Report
for 2021**



BENCHMARK

Upcoming Events

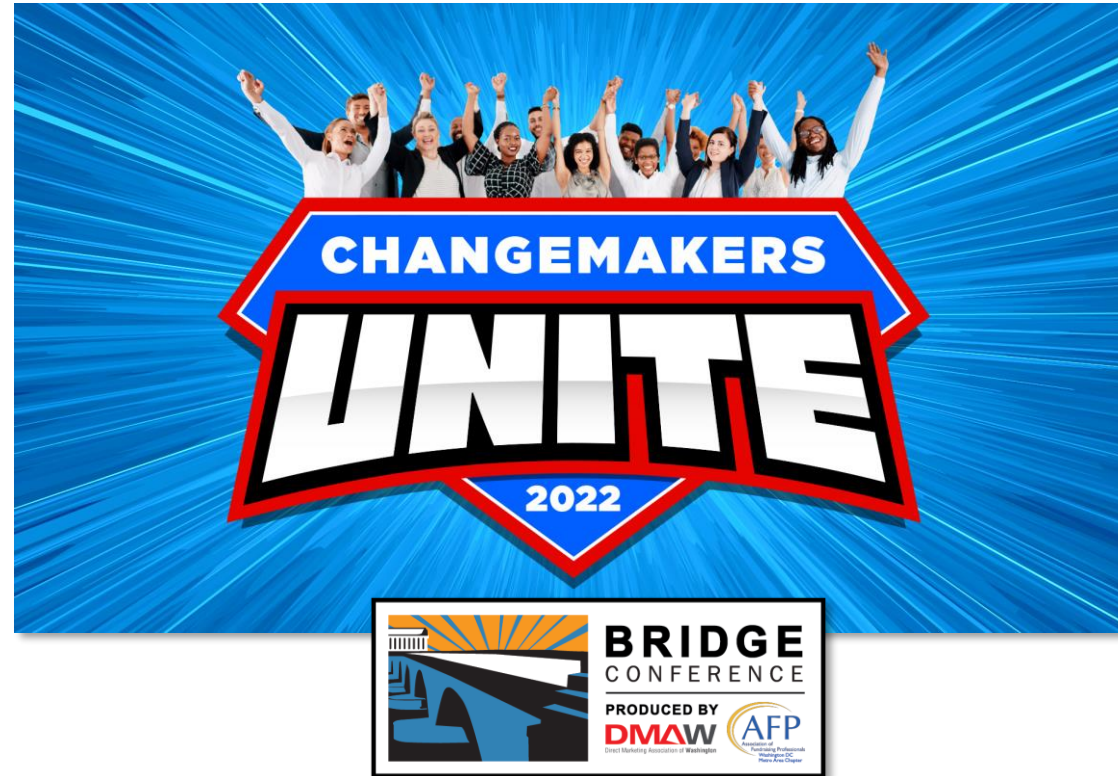
Young Professional Networking & Happy Hour

June 1, 2022 | 6:00 pm – 8:00 pm

Digital Day

June 29, 2022 | 8:30 am – 5:30 pm

Upcoming Events



**The Bridge to Integrated Marketing & Fundraising Conference
is Back In-Person This Summer!
July 27–29**

Gaylord National Hotel & Convention Center | National Harbor, MD

Welcome Remarks – List Bazaar Co-Chairs

Tomi Ladeji

Data Acquisition Strategist
NOVA Brokerage & Management Solutions

Dan Sonners

Vice President
Conrad Direct



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Where We Left Off...

2016 DMAW List Bazaar

LISTS & DATA EVOLVING TRENDS

Wednesday, May 11, 2016

8:00 AM - 2:00 PM | TEGNA CONFERENCE CENTER | MCLEAN, VA



What's Changed Since 2016?

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- Lists have become more complex
- Recommendations require more customization
- Need for communication increased, networking time decreased
- COVID-19 ended in-person networking

Why We're Back...

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- RECONNECT with each other

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- REENGAGE in important conversations

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- RECONNECT with each other
- REENGAGE in important conversations
- CATCH UP on new ideas

THE MAIN REASON....

The List

COMMUNITY

The List COMMUNITY

List Professional Coffee Hour

Networking and Discussions
About The State of the Industry

Thursday, March 25 | 9:45 - 11 AM EST



The Benefits of a Balanced Approach to List Brokerage

The Benefits of a Balanced Approach to List Brokerage

Net Cost /
Donor

Exchanges

(11% Overall Net Volume)

Co-Op

(21% Overall Net Volume)

Multi-Source GOP Dnr

(16% Overall Net Volume)

* 2019 national political mailer (30MM total prospecting volume)

The Benefits of a Balanced Approach to List Brokerage

	Net Cost / Donor
Exchanges (11% Overall Net Volume)	\$3.57
Co-Op (21% Overall Net Volume)	\$14.93
Multi-Source GOP Dnr (16% Overall Net Volume)	\$32.70

* 2019 national political mailer (30MM total prospecting volume)

The Benefits of a Balanced Approach to List Brokerage

	Net Cost / Donor	12 Mo. Subsequent Rev/Dnr
Exchanges (11% Overall Net Volume)	\$3.57	
Co-Op (21% Overall Net Volume)	\$14.93	
Multi-Source GOP Dnr (16% Overall Net Volume)	\$32.70	

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The Benefits of a Balanced Approach to List Brokerage

	Net Cost / Donor	12 Mo. Subsequent Rev/Dnr
Exchanges (11% Overall Net Volume)	\$3.57	\$75.66
Co-Op (21% Overall Net Volume)	\$14.93	\$64.55
Multi-Source GOP Dnr (16% Overall Net Volume)	\$32.70	\$112.67

* 2019 national political mailer (30MM total prospecting volume)

The Benefits of a Balanced Approach to List Brokerage

	Average Gift
Exchanges (11% Overall Net Volume)	\$35.61
Co-Op (21% Overall Net Volume)	\$46.93
Multi-Source GOP Dnr (16% Overall Net Volume)	\$63.88

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- Lists and mail competition are moving targets
- Being diversified allows you to catch swings in the market
- Importance of budgeting for testing AND re-testing
- Focusing exclusively on front end metrics can be costly in the long run
- Valuable lists are being undermailed

Thank You
List Community!

Our Keynote Partner!



DMAW

Direct Marketing Association of Washington

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THANK YOU!