

Z-24 Enhanced List Rental

Increase your list rental revenue

Leverage the strength of Z-24 data to promote your list to other mailers. As a participant in the Z-24® Catalog Database you can increase your list rental income through our enhanced list rental program.

Regain the interest of previous mailers

Restore interest in your list by promoting it with Z-24 variables to mailers who have tested your list in the past. As an extension of your list rental file, Z-24 variables can help you enhance list selection and boost response.

Gain new list business

Attract new rental customers and gain new revenue opportunities by promoting your file enhanced with Z-24 attributes.

Capitalize on the multitude of Z-24 attributes to introduce your list to new list rental audiences. Choose from a variety of targeted selection criteria to create new segments of your list:

Industry-level Recency Frequency Monetary (RFM) — This selection criteria hones in on the purchase activity, recency, frequency and monetary values of buyers across the Z-24 Catalog Database.

Product affinity models — The product affinity models target prospects who are more likely to purchase from a given product category. Use one of the 64 models available to identify catalog buyers likely to purchase a particular type of product offering.

Demographics powered by INSOURCESM — Incorporate demographics in combination with Z-24 elements.

Geographic selections — Geographic selects such as ZIP models, Sectional Center Facility (SCF), state and others can be used in combination with Z-24 attributes to identify consumers in specific areas.

The process works through your normal list manager, who approves the mailer and the mail piece.

We will provide the data card and reports for your list and fulfill your orders. Our account management team will work with your list manager to identify new opportunities using Z-24 attributes to increase your list rental revenue and improve results.



**Let our dedicated account
management team work
with you to provide a customized
24/7 strategy to meet all of your
rental needs. Call 303 466 6363
for more information.**

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