

# *Service & Pricing*

# MENU

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List Building  
SERVICES

*Presented to you by...*



**Business Process Outsourcing**

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# LIST BUILDING SERVICES

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# Introduction To List Building Services

List building is one of the first steps in any direct marketing campaign. Before you can contact anyone, you need to build a list of their contact information, based on clearly defined criteria as to who belongs on the list (and who doesn't).

You'll always do better with a targeted offer to a targeted list. The more accurate & precise you can be when targeting your audience, the better your final sales conversions are likely to be.

On the other hand, sometimes you're final profitability will be better served by sacrificing some degree of specificity for a broader target audience. If you can get your offer in front of more people, your overall conversion ratios might suffer, but your bottom line might not.

At the end of the day, the list plays a critical role in your direct marketing & sales, but it cannot do the job itself. You'll still need an effective campaign making the right offer to the right audience, and the ability to follow through on closing & fulfillment.

We're here to help you with the list. Whether you know exactly what you want, or you need consultative help from our list building experts, we can act as your list building partner to be sure your outbound marketing campaigns get off on the right foot with the right list.

Plus, if you [request a no-obligation list building quote](#), you'll get a free sample list to check our work.

## *A Note On Ballpark Pricing*

This Services & Pricing Menu includes a section called "Ballpark Pricing" for each service, in which we've provided some rough estimates as to the approximate price-per-record for that specific list building activity.

However, depending on the list criteria, **list building prices can vary tremendously.**

That's because we use a human back-office staff to build all our lists manually, drawing from a variety of sources (from paywalled databases, to pre-compiled lists, to our own automated crawlers, and even manual web & social media searches) to achieve the best results for very single list.

As such, we can typically compile between 12 – 60 records per hour. Based on our back-office costs, this translates to mean:

***Nearly all of our list building services range between \$0.11 - \$0.62 per record.***

Our most expensive services (complex [Data Appending](#) and/or [Competition Research](#)) can reach significantly above those rates, but on average most prices will fall in the above range.

Still, it's important to remember that all prices outlined herein are still **only rough ballpark estimates**, and will vary on a case-by-case basis due to factors like: volume discounts, special offers, list fields required, complexity of list building task, availability of list data, and more.

Please review the "Ballpark Pricing" sections herein accordingly.

# Types Of List Building Services

## Mailing List Building

### *Direct Mail Mailing List Services – Targeted Mailing List Building*

#### **Goal:**

To build a targeted list of B2B or B2C physical mailing addresses that will be as accurate and responsive as possible for your printed direct mail campaign(s).

#### **How It Works:**

Typically building a direct mail mailing list is one of the easiest forms of list to build. That's because addresses are public record. For companies, there is almost always a physical mailing address for major offices, and sometimes even direct mailing addresses for key decisions makers.

For consumers, the mailing address is the easiest part of the equation. As long as it's accurate (and you're not getting a bunch of undeliverables), the success or failure will have much more to do with targeting the right people than whether or not you can send mail to them.

#### **Pros:**

Physical mailing addresses are the most readily available form of data on any types of contacts.

Thanks to decades of build-up from databases like catalog subscribers, credit card holders, real estate owners, business decision makers, and much more, the physical mailing address can be found by very precise segmentation for all types of US-based individuals.

#### **Cons:**

Obviously, the biggest difficulty with direct mailing is the cost of sending bulk commercial mail. While mail is still a highly relevant, powerful, and potentially profitable form of advertising, it can be prohibitively expensive for smaller companies who don't yet have proven control packages.

Also, depending on your target audience, there can be a chance of up to 20 or even 30% undeliverable mail (though the average is closer to 4 – 6%), which in all cases needs to be factored in to your campaign projections.

#### **Ballpark Pricing:**

Mailing list building tends to be on the cheaper side for most types of records (often as low as \$0.11 - \$0.28 per record when ordered in bulk). Obviously, this depends on many factors, but as a rule mailing data is some of the most readily available, making this one of the most affordable types of lists to build.

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# Email List Building

## *Email Marketing List Building – Email List Building Services*

### **Goal:**

To build a targeted email list that can be used for your email marketing campaigns.

### **How It Works:**

Email marketing is a tricky topic. Depending on where you're located, it can even be illegal to send outbound, unsolicited commercial email. In the United States, it is possible to send email marketing messages to your targeted recipients, but it's very important you follow the CAN-SPAM Act.<sup>[1]</sup>

We can only help you build the email list. It's up to you to use it within the confines of your local rules & regulations. Spammers and email scammers are not welcome at List Building Services, and will be permanently banned. Make sure you read up on what you can & can't do, and guide your email marketing campaigns accordingly.

We provide the email list building, the rest is up to you.

### **Pros:**

Email marketing is often one of the most affordable, consistent, and accessible forms of lead generation, especially for B2B campaigns – where it is often possible to acquire direct email addresses for key decision makers you're targeting.

### **Cons:**

Emails are often not available for a wide variety of target markets, or when they are they are so inaccurate as to be practically useless.

Plus, as mentioned above, there are many important restrictions & best practices, from both a technical and legal standpoint when it comes to commercial email marketing. You need to work with an expert to implement your campaigns, or risk running afoul of your email hosting provider and/or your local civil & criminal regulations.

### **Ballpark Pricing:**

Following closely behind mailing list building, email lists are also some of the most affordable (when they're available). Depending on the types of lists, the prices tend to range **roughly** as follows:

- B2C: \$0.25 - \$1.00 per record
- B2B, company email only: \$0.11 - \$0.45 per record
- B2B, individual contact emails: \$0.17 - \$0.62

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# Telemarketing List Building

## *Telemarketing Call Lists – Outbound Telemarketing Lead Lists*

### **Goal:**

To build a targeted list for your telemarketing & outbound cold calling campaigns. Whether you are targeting B2C or B2B, our goal is to get as many *direct numbers* of your target decisions makers as possible.

### **How It Works:**

Second only to building a mailing list of physical addresses, your target market's telephone number is often one of the easiest pieces of information to find. Depending on the exact requirements of your list criteria, there is the potential to find a high percentage of wrong numbers and disconnected numbers, which is why it's crucial to use some type of dialer in your outbound campaigns.

Similar to email marketing, you'll also need to be sure you understand the local rules & regulations regarding precisely how you use your telemarketing list to conduct your campaign. We do our best to filter out anyone who might be on any "Do Not Call" registry, but you'll also need to be sure you're informed & compliant. If you're in the USA, that especially means getting familiar with the Telephone Consumer Protection Act of 1991 (TCPA)<sup>[2]</sup>, and the Telemarketing Sales Rule (TSR)<sup>[3]</sup>.

### **Pros:**

Next to physical mailing addresses, phone numbers are the most readily available contact information for nearly all list segmentations imaginable.

Depending on your target market, phone calls can also be one of (if not the single) best ways to reach your audience. Combining telemarketing with direct mail or email marketing campaigns is one of the most reliable & proven methods for lead generation across a wide variety of industries.

### **Cons:**

Managing a telemarketing campaign requires significant resources above & beyond your telemarketing lead lists. You'll need the infrastructure for making calls, a proven script, and trained sales people to make the calls. All of this can represent be very expensive, especially if you're just starting.

Depending on your target market, some telemarketing lead lists can have very high wrong numbers & disconnected numbers, sometimes up to 40 – 50%! (On average it is closer to 5 – 10%.)

### **Ballpark Pricing:**

Building telemarketing lists is fairly similar in difficulty to building email lists. Unfortunately when it comes to phone numbers, depending on the type of data required, the prices can have a much wider range... anywhere from \$0.15 or \$0.20 per record to upwards of \$0.50 - \$0.60 or more!

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# **B2B List Building**

*Business Email Lists – Business Mailing Lists – B2B Leads*

## **Goal:**

While all of our services can apply to B2B list building (as well as B2C list building), this category is specifically for those who are focused on building a marketing list to target businesses (and business decision makers).

## **How It Works:**

Overall, B2B list building is definitely easier & more reliable than attempting the same type(s) of campaigns in the B2C marketplace. There are simply more public records associated with companies, as well as more broker services aggregating & organizing these records.

In most cases, we can get at least the mailing address for a company, though that doesn't mean the company's mail room will route your mail to any key decision makers. We can almost always get phone numbers; sometimes direct to the decision maker, but sometimes just to the main office ... which might mean many gatekeepers between you and your target. Finally, we can often get up to 70% of a B2B list's email addresses, including direct email IDs for key decision makers all the way up the organizational hierarchy.

## **Pros:**

Targeting businesses with your direct marketing campaigns is often easier than consumers. The data is also more widely available in a more refined & aggregated fashion. It is often possible to find direct contact information for multiple key decision makers within the same company.

## **Cons:**

The universe of US-based B2B list records (~20 million) is far smaller B2C records (>100 million). Proportionally, B2B campaigns require more complex sales cycles, meaning you might often need more than just an email, phone, or mailing address (sometimes requiring all three for multiple contacts within the same company, all with the aim of securing one major sale).

## **Ballpark Pricing:**

Since B2B list building can be any combination of mailing list building, email list building, and/or telemarketing list building, the prices vary accordingly.

As such, the costs are likely to range from about \$0.11 to \$0.65 per record, or perhaps slightly more, depending on your order volume & which fields of data you require.

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# Lead Data Appending

## *Lead List Data Appending – Appending Data Services*

### **Goal:**

To append missing data to your existing lead lists, like contact names, titles, phone numbers, and physical & email addresses, significantly increasing the value of your old data.

### **How It Works:**

You bring us your existing data, tell us what's missing... and we find it. We have access to dozens of lead data back-office resources, with literally thousands of lists. Based on the information you already have, we can usually add important missing data to boost your lead generation campaigns.

The most successful Lead Data Appending will come in the form of targeting B2B decision makers, where we can typically find 70 – 90% of phone numbers, and up to 70% of email IDs that often go direct to your ideal client. However, there are lots of B2C lists to which we have access as well, so if you bring us what you have, there's a high chance we can add to it.

### **Pros:**

Appending missing data can mean the difference between a successful or failed campaign. If your list has contact names, but no contact information, then appending things like phone, mailing, and email addresses can turn something useless into a powerful sales & marketing resource.

### **Cons:**

Depending on the complexity of the data you need to append, this can be one of the highest price-per-record activities we offer. That's because data appending is almost always done manually, one record at a time, sometimes searching multiple databases to complete a single row.

### **Ballpark Pricing:**

As lead data appending can vary wildly in complexity (from grabbing phone numbers to match a name & address... to adding details like social media accounts, credit history, criminal background checks, and more), its pricing also varies wildly.

For simple data appending tasks, the rates can be as low as \$0.25 - \$0.75 per record, and for more complex tasks the sky's the limit. Some clients find it valuable to append \$2, \$3, even \$5+ worth of data to each existing record, as they find it better helps target prospects & craft customized sales campaigns to perfectly match the buyer's criteria.

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# Competition Research

## *Competitor Research – Business Competition Research*

### **Goal:**

To dig into everything we can find about your competitors, to help you determine what they're doing that works, what they're doing that doesn't work, where they're advertising, who their important stakeholders are, and anything else you want to know that we can potentially research & return.

### **How It Works:**

Since your competition is likely other businesses (as opposed to consumers or individuals), there are plenty of public records already compiled about them, and brokerage services who have compiled things like owners & employees lists, places of business, contact info, basic credit info, and more.

Plus, our back-office staff includes specialists who will dig deeper into social media, 3rd party websites & apps, and any place else we can find info about your competitors that would be valuable to you. We can even act as "mystery shoppers" to go through your competitors' sales processes & report back everything we experience.

If the information on your competitors is out there and you want to know, we can help find it.

### **Pros:**

Can lead to valuable insights both in valuable concepts & processes you can replicate, as well as weak points you can counter to achieve competitive advantage. Requires very little input on your part to potentially receive a huge wealth of information from us.

### **Cons:**

Similar to data appending, can be one of (if not the single) most expensive cost-per-record activity we offer. In most cases, you will be better off digging deeper into a few competitors as opposed to searching for broader (and more superficial) data about a wider number of competitors. If achieving statistically significant competitor data is your goal, the extensive amounts of data required can add up in price quickly.

### **Ballpark Pricing**

Similar to data appending, competition research complexity can vary wildly.

From something as simple as finding competitors' websites, pageranks, backlinks, emails, phone numbers, or the like... to as complicated as creating customized multi-page reports & dossiers based on publicly available data about your competitors and their key decision makers, you can easily spend as little as \$0.25 - \$0.75 per record, or several dollars per record (or much more) on quality competition research campaigns.

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# Getting Started With List Building Services

## Request A Quote

*Request A No Obligation List Building Quote, Get A Free Sample List (Up To 100 Records)*

### What do you get when you request a free List Building Services Quote?

- **Free List Building Consultation**  
A representative will get in touch and schedule a list building consultation call to assess marketing list building opportunities.
- **Free List Building Research**  
Our back-office team will research your list to draft a precise quote including details like: approximate number of records available, price per record, and time required to build you the list.
- **Up To Your First 100 Records Free!**  
When we've determined the right list to build for your specific purposes, we will provide a sample of work to be sure everything looks good. If, and ONLY if you approve, we'll send the invoice and get to work on the rest of your list.

[Click Here to Request a Quote Now](#)

**REQUEST QUOTE**

## Contact Us Directly

*Here's How To Get In Touch With The List Building Services Team*

EMAIL: [info@listbuildingservices.net](mailto:info@listbuildingservices.net)

PHONE: 888.575.5855

SKYPE: [admin.better](#)

[Click Here To Contact Us Online](#)

**CONTACT US**