

## It's your right!

CEBUS guarantees that at least 95% of your ordered records have correct postal details. If there is a higher error rate than this, and the list owner refuses to supply replacements, CEBUS will cover these costs.

You will also receive a credit of 100 Euros that you use for your next order.

If there are multiple complaints you will even receive a replacement or credit for each incorrect record. For that reason in any case it makes sense for you to maintain a complaint list. We need a written, verifiable list in order to be able to maintain your rights.

## What are reasons for a complaint?

A wrong postal address constitutes grounds for complaint. This also applies if the recipient has moved away or died.

As well as delivery by the official postal service, we also accept deliveries by UPS, Fedex, DHL but not freelance couriers, for example.

Normally, list owners expect that all shipment envelopes marked by the postal service are sent in. With CEBUS, it is enough if you send us 10 original shipment envelopes and, for the remaining erroneous records, communicate the record numbers on the complaint list, which we then check.

If you have obtained telephone records with opt-in (=caller permission), you normally receive 10% more records than ordered. This is thanks to wrongly specified numbers or call diversions.

## Success has many faces

If your campaign was not as successful as you would have liked, please check the following points:

- *Did you pick the right time?* Example: Christmas cards should not be offered in January.

- *Does your offer have a clear so-called "Call to Action",* meaning a clear indication of how an order can be placed or what the next step is?

- *Is the price of your product appropriate for the market?* You can be more expensive or less expensive. But if you want 500 euros for your product and the competition wants 100 euros, you will have no success. Unless you can clearly justify the difference.

- *Is your product understandable to the average person?* Don't be mysterious about what it is. Consumers rarely have time for that.

- *How is the customer to pay?* Is a serious approach offered here or could the suspicion arise that delivery or performance will take place whenever you feel like it?

- *Did you provide contact data?* Often unexpected questions arise. Indicate a website, telephone number or postal address.

- *Have you chosen a high enough number of recipients?* There is a reason why different mailing list companies expect, for example, at least 5,000 records for consumer mailings by post and 50,000 for email.

## No grounds for complaint

*Characteristics / Private records:* It sometimes happens that consumers indicate a field of interest that is no longer up-to-date, or even that never existed. Sometimes a wrong birthdate is also indicated. Neither CEBUS nor the list owner have any influence over this.

*Characteristics / company addresses:* The industry classification is not always correct. In some countries, for legal reasons, companies register in all industries in which they might generate activities, then or later. Company register entries and trade directories are not always updated by the companies in a timely fashion.

*Email addresses and dial-through numbers:* In general, with, for example, company addresses, the general company-wide email address and the number of the central switchboard will be supplied. Communications data is subject to almost daily changes, therefore you have no guarantee it is correct. Please also take the legal provisions for sending of emails and fax or phone calls into account.

## The road to successful direct marketing

Proceed in lots of small steps. Compare the success of different marketing messages and target groups. Because successful selling is not a matter of chance.

Please send this page to CEBUS by email or fax:

+49 431 55 6 99 33 9

