

VENDOR SELECTION GUIDE

Vendor name: _____

Vendor URL, contact, and email: _____

Number of lists to choose from: _____

Overall number of names:

1-3 million

3-5 million

5-7 million

7-9 million

9-15 million

15-20 million

> 20 million

Lists identified for this campaign:

1. _____

2. _____

3. _____

4. _____

5. _____

Email names are collected through (for each list):

- | | | | | |
|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| 1. | 2. | 3. | 4. | 5. |
| <input type="checkbox"/> opt-in only | <input type="checkbox"/> opt-in only | <input type="checkbox"/> opt-in only | <input type="checkbox"/> opt-in only | <input type="checkbox"/> opt-in only |
| <input type="checkbox"/> opt-out | <input type="checkbox"/> opt-out | <input type="checkbox"/> opt-out | <input type="checkbox"/> opt-out | <input type="checkbox"/> opt-out |
| <input type="checkbox"/> combination | <input type="checkbox"/> combination | <input type="checkbox"/> combination | <input type="checkbox"/> combination | <input type="checkbox"/> combination |

harvested harvested harvested harvested harvested

Specific opt-in language:

Qualification quality of registrants (for each list):

Low = contest applicants, screen saver downloads, T-shirt grabbers

Medium = free subscriptions, club memberships, announcement lists,
newsletters

High = white papers, seminar attendees, software downloads:

1.	2.	3.	4.	5.
<input type="checkbox"/> low	<input type="checkbox"/> low	<input type="checkbox"/> low	<input type="checkbox"/> low	<input type="checkbox"/> low
<input type="checkbox"/> medium	<input type="checkbox"/> medium	<input type="checkbox"/> medium	<input type="checkbox"/> medium	<input type="checkbox"/> medium
<input type="checkbox"/> high	<input type="checkbox"/> high	<input type="checkbox"/> high	<input type="checkbox"/> high	<input type="checkbox"/> high

List validity. For every mailing, the percentage of undeliverable messages:

1.	2.	3.	4.	5.
<input type="checkbox"/> 0-1%	<input type="checkbox"/> 0-1%	<input type="checkbox"/> 0-1%	<input type="checkbox"/> 0-1%	<input type="checkbox"/> 0-1%
<input type="checkbox"/> 1-3%	<input type="checkbox"/> 1-3%	<input type="checkbox"/> 1-3%	<input type="checkbox"/> 1-3%	<input type="checkbox"/> 1-3%
<input type="checkbox"/> 3-5%	<input type="checkbox"/> 3-5%	<input type="checkbox"/> 3-5%	<input type="checkbox"/> 3-5%	<input type="checkbox"/> 3-5%
<input type="checkbox"/> 5-10%	<input type="checkbox"/> 5-10%	<input type="checkbox"/> 5-10%	<input type="checkbox"/> 5-10%	<input type="checkbox"/> 5-10%
<input type="checkbox"/> > 10%	<input type="checkbox"/> > 10%	<input type="checkbox"/> > 10%	<input type="checkbox"/> > 10%	<input type="checkbox"/> > 10%

List churn. For every mailing, the percentage of unsubscribes:

1.	2.	3.	4.	5.
<input type="checkbox"/> 0-1%	<input type="checkbox"/> 0-1%	<input type="checkbox"/> 0-1%	<input type="checkbox"/> 0-1%	<input type="checkbox"/> 0-1%
<input type="checkbox"/> 1-3%	<input type="checkbox"/> 1-3%	<input type="checkbox"/> 1-3%	<input type="checkbox"/> 1-3%	<input type="checkbox"/> 1-3%

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- | | | | | |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> 3-5% | <input type="checkbox"/> 3-5% | <input type="checkbox"/> 3-5% | <input type="checkbox"/> 3-5% | <input type="checkbox"/> 3-5% |
| <input type="checkbox"/> 5-10% | <input type="checkbox"/> 5-10% | <input type="checkbox"/> 5-10% | <input type="checkbox"/> 5-10% | <input type="checkbox"/> 5-10% |
| <input type="checkbox"/> > 10% | <input type="checkbox"/> > 10% | <input type="checkbox"/> > 10% | <input type="checkbox"/> > 10% | <input type="checkbox"/> > 10% |

Historical response range:

- | 1. | 2. | 3. | 4. | 5. |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> 0-2% | <input type="checkbox"/> 0-2% | <input type="checkbox"/> 0-2% | <input type="checkbox"/> 0-2% | <input type="checkbox"/> 0-2% |
| <input type="checkbox"/> 2-4% | <input type="checkbox"/> 2-4% | <input type="checkbox"/> 2-4% | <input type="checkbox"/> 2-4% | <input type="checkbox"/> 2-4% |
| <input type="checkbox"/> 4-6% | <input type="checkbox"/> 4-6% | <input type="checkbox"/> 4-6% | <input type="checkbox"/> 4-6% | <input type="checkbox"/> 4-6% |
| <input type="checkbox"/> 6-8% | <input type="checkbox"/> 6-8% | <input type="checkbox"/> 6-8% | <input type="checkbox"/> 6-8% | <input type="checkbox"/> 6-8% |
| <input type="checkbox"/> 8-10% | <input type="checkbox"/> 8-10% | <input type="checkbox"/> 8-10% | <input type="checkbox"/> 8-10% | <input type="checkbox"/> 8-10% |
| <input type="checkbox"/> 10-13% | <input type="checkbox"/> 10-13% | <input type="checkbox"/> 10-13% | <input type="checkbox"/> 10-13% | <input type="checkbox"/> 10-13% |
| <input type="checkbox"/> 13-16% | <input type="checkbox"/> 13-16% | <input type="checkbox"/> 13-16% | <input type="checkbox"/> 13-16% | <input type="checkbox"/> 13-16% |
| <input type="checkbox"/> 16-19% | <input type="checkbox"/> 16-19% | <input type="checkbox"/> 16-19% | <input type="checkbox"/> 16-19% | <input type="checkbox"/> 16-19% |
| <input type="checkbox"/> > 19% | <input type="checkbox"/> > 19% | <input type="checkbox"/> > 19% | <input type="checkbox"/> > 19% | <input type="checkbox"/> > 19% |

List price: _____ per thousand

Select price: _____ per select for (category) _____

Select price: _____ per select for (category) _____

Select price: _____ per select for (category) _____

Select price: _____ per select for (category) _____

Total number of selects:

Number of test runs included in the price:

Setting Your Sights: Targeting Your Message

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Number of names included in the test:

Test-to-rollout sequence:

Time lag from copy delivery to execution:

To:/From: requirements: _____

Header copy required by vendor: _____

Footer copy required by vendor: _____

Customer references (other clients of this vendor):

1. _____

2. _____

3. _____

Scoring based on phone interviews

On a scale of 1 to 10 the vendor:

	Cared about our campaign	Was easy to reach	Corrected problems quickly
Customer 1	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
Customer 2	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
Customer 3	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
	Avg. score: _____	Avg. score: _____	Avg. score: _____

Overall vendor average score: _____