LEAD FLOW

Terms of Service

WHAT IS A STANDARD RESPONSE?

Although we do our best to provide responsive names, no guarantee is made either explicitly or implied as to the deliverability or responsiveness of any name or list provided. You could spend the money and get no response. That is a possibility. Typically we see at least a minimum of 1% response rate.

WHAT IS A REUSE?

Mailing lists are rented, which means you pay for one-time use only. Lists have been seeded with decoys to prevent unauthorized reuse. Any full or partial reuse of any kind obligates the customer to pay the full reuse price. Lead Flow requires all list reuses to be reported to management upon usage, along with offer used and reuse payment.

WHAT DO I DO ABOUT UNDELIVERABLES?

This is a term used in the trade for any undeliverable mail piece. This may be caused by a defect in the address, or perhaps the recipient has moved and left either no forwarding address or a bad forwarding address. The number of nixies is much less important than the number of responses.

If you were to get a large number of nixes and also get 3% response, that would be considered a great list! Any rate of nixies below 10% is normal for the biz op market. Our managed lists have always been low in nixies. To minimize nixies, mail as soon after the list release date as possible.

WHAT IS YOUR NIXIE POLICY?

If you receive 7% or more nixies within the quantity you ordered, we will reimburse you the amount of the count of undeliverable leads. Per MSI Lead Flow policy – bad addresses, nixies, etc must be returned by mail for verification before any reimbursement is made. Ship your returned labels/mail pieces to the address listed below. You may also send via email, digital copy record of full addresses to molly@msidr.com.