

Data Cooperatives

Innovative B2B and B2C Prospecting

Find your new customers with **List Factory's** business and consumer data pools – the **B2B Exchange** and **Fusion Exchange**.

How do data pools achieve better results?

Our innovative data co-ops allow you to achieve a better return on investment because you can **acquire high performance transactional data at a lower rental rate** than traditional lists.

They also allow you to verify your customer records, reactivate lapsed customers, and gain new insights into existing customers.

List Factory's data cooperatives are built with **transactional data** - the purchasing history of consumers and businesses.

Targeting based on past purchase history is the most effective and efficient method of prospecting.

It costs less and provides highly responsive prospect models, thereby improving your response rate – and your return on data investment.

How do data cooperatives work?

Data cooperatives are **membership based**.

Members anonymously contribute customer records into the “pool”, and in return they **rent records at discounted rates**, licence predictive database appends for verification, or identify best reactivation prospects.

With more members, the prospect pool grows into a large, single source of responsive and actively purchasing prospects.

What is B2B Exchange?

The **B2B Exchange** business data co-op is an Australian first – and the largest response generated B2B data source in the country.

Businesses can be targeted by transactional history and by firmographics such as industry codes (ANZSIC or SIC codes) and company size.

The member-based program has been operating since 2009, and **B2B Exchange** members have yielded significant results over compiled data during this time

What is Fusion Exchange?

The **Fusion Exchange** consumer data cooperative uses transactional history to build a responsive and updated prospect pool.

Consumers can be further filtered by **CAMEO** geodemographics and data appends such as age band and household income, as well as purchase behaviour variables.

Fusion Exchange can also link to **B2B Exchange**, giving the advantage of targeting both business and consumers, testing alternative markets or excluding known B2B records from mailings.

Are unique records protected?

Yes. Records unique to a member are protected from use by other members.

Where two or more members share a record, the record is classed as a “multi”. A multi is a record verified at least twice, and can be rented by other members in the cooperative.

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What are the membership benefits of data pools?

The benefits in joining a data pool include:

- Access to **more DM purchasers** than traditional list sources
- Access to **high performance data** that will regularly out-perform traditional lists
- **Anonymity** of membership. **List Factory** will not reveal who members are
- **Verified and Fresh** – multi sourced and verified regularly by members
- **Responsive** – use actual spend history of consumers and businesses to prospect
- **Selections** – select by transactional, geodemographics and firmographics
- **Volume** – a large volume, single source of more B2B and B2C records
- **B2B Range** – SOHO's, SME's, Medium, and large businesses
- **Reactivation** – old or inactive customers can be re-targeted if “active elsewhere”
- **Nett Names** – mailing lists are supplied de-duped against contributed data
- **Select look-a-likes** – list selections can be based on your customer data profile
- **No membership fees** – pay discounted list rental fees on usage. Join by contributing data that is compliant with the data pool's requirements.



How does List Factory manage the data co-ops?

List Factory specialises in the management and operation of data cooperatives.

Using our extensive data cooperative experience and the internationally recognised data pooling technology, we currently manage millions of unique, direct response consumer and business database records for the Australian and New Zealand markets.

Our technology is used extensively internationally and locally in managing a range of data pool solutions and includes industry leading address verification, standardisation, merge-purge logic, and high quality data hygiene.

These elements are critical to accurate, responsive and sustainable data cooperatives.

Questions?

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