

DIFFERENCES BETWEEN A LIST SELLER AND A LISTBROKER

AS A LIST IS PRESENTED

SELLER	LISTBROKER
<ul style="list-style-type: none"> • PRO • PRO • PRO 	<ul style="list-style-type: none"> • PRO • AGAINST



HOW A LIST IS FOCUSED

SELLER	LISTBROKER
A SINGLE ALTERNATIVE: THEIR LIST	VARIETY ALTERNATIVES: PLANING LIST

WHAT A MARKETING ACTION LOOKS LIKE

SELLER	LISTBROKER
SEEKS TO GET AHEAD OF THE COMPETITORS AND USE THE PRICE-AND-PROMISE TRUMP FACTOR	<ul style="list-style-type: none"> ✓ TEST ✓ ANALYZE ✓ REPUTATION ✓ 360º VISION

OFFER TO CPL AND OFFER TO CPM

OFFER CPL: PAID FOR EACH LEAD GENERATED. (potential customer who has shown interest in the offer)	OFFER CPM: YOU PAY FOR EVERY THOUSAND ITEMS. IMPOSES TO THE PROVIDER OF THE LIST TO BE MORE SCRUPULOUS IN THE CHOICE OF THE TARGET BECAUSE IT IS VALUED ON THE OPENING AND THE CLICKS.
--	---

CONSEQUENCES

<p>THE LIST WILL BE USED MANY MORE TIMES.</p> <p>SENT TO WRONG TARGET. An old man may receive a running Nike offer SEVERAL times a day.</p> <p>The investment in brand image disappears by a CPL action of an unscrupulous operator.</p>	<u>THE SPAM EFFECT IS AVOIDED</u>
--	--