



Model of Excellence

Who's Mailing What! Archive

Company:

Business Model:

North American Publishing Co.
Philadelphia, PA
www.whosmailingwhat.com

Subscription Supported:
By the Slice

Overview of General Business Model Characteristics

The **Subscription Supported: By the Slice** business model allows subscribers to purchase only the exact information they need. This typically expands the market for the product by making it affordable for the sporadic user who could not justify full subscription costs and download fees. This model exists both in a pure form, where all content is sold on a unitized basis, or grafted onto an unlimited access subscription model, so subscribers have full access to base information, with the option to purchase additional content on an as-needed basis.

Models of Excellence Benchmarks

The Who's Mailing What Archive service is an online database that tracks direct mail promotions from the nation's largest mailers. Using a nationwide collection network, mailings are sent to Philadelphia where they are categorized into a proprietary taxonomy based on the nature of the product/service being offered. In addition, the physical characteristics of the mailing (e.g. size of envelope, use of four-color printing) are entered into the database, creating a sophisticated prospecting tool for printers and other industry vendors. Most importantly, each mailing is checked against the database to see if it has been received previously, based on the simple logic that if a company is mailing the identical piece repeatedly, it must be successful. This creates powerful business intelligence for direct mail marketers and their agencies which can isolate the most successful mailings for any type of product and track the marketing strategies of competitors with just a few clicks of the mouse.

The Archive service has begun an ambitious effort to scan a majority of its 130,000+ mailings and convert them into downloadable images, allowing subscribers to preview, purchase and download selected mailing packages.

The Archive is notable for its use of the "by the slice" model to maximize its market, through a low base subscription price for basic data, and a usage-based charge for access to images. Even more importantly, the Archive provides an excellent example of how data can be turned into high-value business intelligence.