

## Ten Reasons for Choosing Leisure Lists

Data from Leisure Lists is exceptionally accurate allowing you to target very precisely to maximise response

**1. Leisure Lists specialise in the leisure market alone** – as such 100% of our effort is spent on delivering the most accurate leisure data around for maximum response.

**2. Data from Leisure Lists is telephone verified on a rolling basis every six months**, compared to most suppliers who adopt an annual clean at best, giving you minimal wastage.

**3. Leisure Lists provide extensive added profile information** allowing you to drill down to the exact decision maker required. For example, if you're offering a water treatment service, there's not much point in going to all leisure centres in the UK, when less than half have wet facilities. No other supplier is able to target this precisely, meaning that you spend less on useless data and your budget goes further.

**4. The industry leading guarantee.** Compare our mailing list guarantee to any other - £1 refund for any inaccuracy reported within six weeks of supply. Typically, most list owners will provide a 2 for 1 replacement data if returns are in excess of 3%-5%. Leisure Lists pay out on all returns but sorry, you won't get much back! This is your guarantee of quality.

**5. Compare our email guarantee to any other** – the industry norm is 11-15% hard bounces – we're disappointed if we exceed 5% and then we will re-verify every hard bounce after each broadcast, actioned within 14 days of supply, free of charge. Your budget is not being lost on ineffective data.

**6. For data taken on annual lease, we will supply a full data refresh** data in month 6 – ensuring a better response. Compare that to most data suppliers who don't offer this service.

**7. A range of decision makers.** Most data suppliers just offer the senior decision maker but frequently this is going too far up the decision making chain – most of the data supplied by Leisure Lists is available with a selection of different decision makers, allowing you to target more precisely for an improved response.

**8. Response times cannot be bettered** – we are a small dedicated team specialising in the leisure market. Counts and quotes are normally delivered same day, samples too if required), and data supplied within the hour from ordering, allowing you to benefit from new enquiries without delay.

**9. We offer great value and a quality product.** We will do our utmost to be as competitive as possible, without compromising the quality of our list data. The acid test is return on investment (ROI) – don't forget the real cost of a mailing campaign is in your design, copy quality, print and postage costs. The extra response you can anticipate from Leisure Lists always justifies any price differential you can find.

**10. The team has unrivalled experience of the UK leisure market**, with the company having operated for over thirty years – this expertise is available to you as part of our all embracing service. Want an unbiased critique of your proposed email or sales letter? No problem – this resource is available to every prospective customer. It's probably the reason why data from Leisure Lists is chosen by many of the leading suppliers to the UK leisure and amenity markets.

[www.leisurelists.co.uk](http://www.leisurelists.co.uk)

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