



Nett Names explained:

Nett Names are really a sort of volume discount.

When clients order files there may be duplicates between the cold lists rented as well as against their own customer files. They would not want to mail the same person twice and would therefore carry out a dedupe to remove the duplicate records. The client does not want to pay for some of the names twice (i.e. the duplicates), therefore, nett names are offered to accommodate this. As a general rule, the de-duplication process is normally carried out by a bureau and they supply a dedupe report showing the quantity of names that will be used.

Nett Names are normally offered on individual orders over 20,000 names - the industry standard is 85% nett names with running charges on the unused balance. This is negotiable and really depends on the volume of names ordered.

The following are examples:

A client orders 20,000 names and are given 85% nett names.

This basically means that the client has to pay for a **minimum** of 17,000 names (20,000 @ 85%), allowing a duplicate loss level of 3,000 names (15%):

Therefore, if the client loses 3,000 names or more in the deduplication process they have to pay:

Base Rental	17,000 @ £???.00 per 1,000	=
Running Charges on unused balance	3,000 @ £???.00 per 1,000	=

If however, the client loses less than 3,000, they have to pay for the quantity of names used.

Therefore, if a client loses say 2,000 names they would have to pay for:

Base Rental	18,000 @ £???.00 per 1,000	=
Running Charges on unused balance	2,000 @ £???.00 per 1,000	=

Please note selection charges have to be paid on the gross quantity supplied and are not effected in any way.

With regard to invoicing an order with nett names, there are basically two methods and this will depend on what has been agreed.

- 1) Invoice for 100% and then raise relevant credit upon receipt of de-duplication report
- 2) Invoice for the agreed nett quantity and then if necessary, raise the relevant invoice upon receipt of the de-duplication report.