

Consolidation of direct marketing opt-out registers

The Direct Marketing Association (DMA) of South Africa's existing opt-out register has merged with a two-year-old solution by specialist direct marketing consultancy P:Cubed into one entity that allows consumers to opt out of receiving unsolicited direct marketing. "Given our interpretation of where the direct marketing industry was heading with respect to growing pressure for self-regulation and the legislative and regulatory environment moving towards opt-out, P:Cubed developed its online opt-out service over two years ago," explains Raoul Miller of P:Cubed.

The DMA has been working on cleaning up the direct marketing industry and rallying industry together into one cohesive voice to drive out fly-by-nights and raise the bar. "DMA's opt-out register already has over 75 000 subscribers and given the growing level of sophistication required by the industry and government in terms of the functionality of the register, it made good business sense to partner with P:Cubed and consolidate the registers onto one platform," comments Brian Mdluli, CEO of the DMA.

The register at www.optout.co.za offers:

- A centrally hosted solution with accessible database architecture - the DMA can now easily access and distribute to members a more comprehensive database for the management of its campaigns
- Detailed ability to opt out at various levels - at ID Number, product, channel and supplier level - which had, until the launch of this service, never been offered in South Africa before.
- The online solution allows members or consumers to add records to the database in an interactive manner
- Next generation development that allows members to log into the database and draw the most up-to-date version as and when required

"Besides the consumer functionality, the opt-out register is a vital tool for responsible direct marketers and members of the DMA to ensure that their direct marketing practices are in line with proposed legislation and that consumer privacy and information is at all times respected," adds Raoul.

The register will also have multiplatform functionality via SMS, Internet and a call centre which allows consumers to remove their details from mailing lists used by the association's members to promote goods and services via direct marketing.

According to soon-to-be legislated law, any company embarking on a direct marketing campaign will be required to run its list against the opt-out register and ensure that any names on the DMA register are deleted off its database. The register has been developed by the DMA in response to required Government legislation to professionalise the industry and curb unsolicited marketing messages via mail, SMS, email, telephone and post to unsuspecting consumers.

For more information, go to www.dmasa.org.