REACH WITH PRECISION

Beyond the Multi-Buyer

Multi-buyers still have a place. Relying on them alone doesn't.

Built for a market that no longer exists

Most sourcing frameworks were designed when data was largely the same from one provider to the next. Overlap became the quality signal: if many files carried the same household, it must be a strong one. But when every source draws on similar inputs, outcomes converge, and you pay more to reach the people your competitors already reached.

Overlap feels like validation. It's closer to confirmation bias.

A plan built only on multi-buyers keeps mailing the same households, many of them names you've already tried, arriving in the same mailboxes and competing for the same attention. You miss what makes each data source different.

Recency gets misread as a data gap

Path2Response data is refreshed daily. Many other sources are weeks or months behind. Run an overlap analysis against that older data and our newest names won't appear, because they reflect purchases the other files haven't seen yet. A top-segment name can get cut simply because a slower source hasn't confirmed it.

"Growth lives in optimizing for the numerator (new customers and incremental revenue), not in obsessing over reducing the denominator."