Questions to the list vendor

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4 questions · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **These are not a compliance check:** they are the questions a buyer asks about what they have just bought, and they have immediate commercial value.

The four questions

#	Question	What the answer enables
1	Where did these addresses come from?	Knowing what to answer the first recipient who asks
2	On what basis were they collected?	Knowing whether the list is usable as it stands
3	When was the list last updated?	Cross-checking the 24% divergence measured
4	What bounce rate do your other clients see?	Comparing to your own measurement before sending

> **A serious vendor answers in two days.** A vendor who does not answer these four questions has just told you what the list is worth — and that information costs nothing to obtain.

What happens meanwhile

Action	State
Sequence on the 140 qualified contacts	**Ready**
Sending to the remaining 3,372	**On hold**
Removal of the 63 recent contacts	**Done**
Adapted message for the 78 former clients	**Prepared separately**

What would be checked in future, on your approval

Trigger	Check	What you gain
A new list is imported	CRM match before the first send	**The match runs before the send without delaying it: the 63 recent clients escape the first-contact message**
Contact in touch within 12 months	Removed from the cold sequence	**They stay in your CRM and get the adapted message: you lose neither the contact nor the relationship**

On this list, that check would have avoided sending a first-contact message to 63 people who were talking to you six months ago. It is the kind of mistake a client never reports: they simply stop replying.

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