

## **Cooperative Models BackFill Names**

Back Fill (also called Balance Fill) names are pulled from an organization's already created models and used to either supplement an acquisition mailing that has a shortage or are accounted for in pre-merge quantities, but are fulfilled post merge by the corresponding modeler.

To create these files, the post merge net file is transferred to the modeler from the service bureau handling the merge and is used as a suppression file. This is done so that, when the names from the models being used are selected, none are corresponding to other names already in the merge. This also makes it so that the quantity ordered in the Back Fill process is essentially the quantity received. These are all unique names - no duplicates among the main merge or multi-donors files.

An example of this process is that Organization A orders their Comprehensive Response Model segment 1 in the merge as a normal acquisition list. Their merge with all models and outside lists is run, including multi-donors, and the net file is sent over to their modeler.

Using that net file Organization A selects to take Backfill Names from their Comprehensive Response Segment 2. These names are completely unique from the merge file and are transferred back to the service bureau to be added to the mail file.

Results have shown for almost all our clients that these names have outperformed their models, and oftentimes all lists mailed.

Please contact us if you'd like additional information.