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# The Marketer's Guide to Email Appending

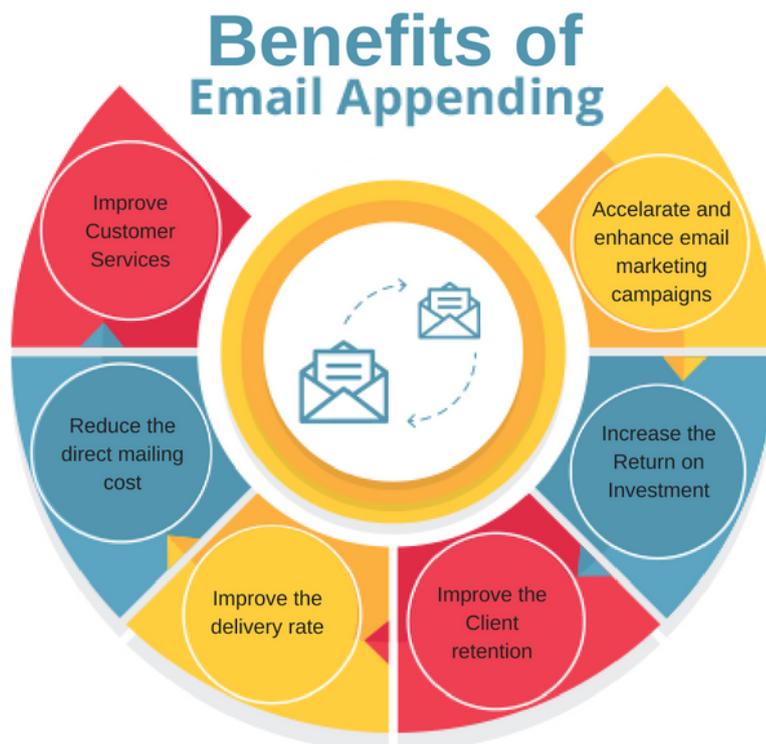
Enhance Your Data Using Email Append Services



# Email Appending

With rising costs and being “green” on everyone’s mind, many have increased their budgetary focus on email marketing as a way of contacting and cultivating their customers. An email append service is a fast and affordable way to expand the size of your email list. Email Append is a process to increase coverage of this vital data point by finding email addresses using customer name and postal address. This significantly improves email marketing metrics on all levels. According to experts, you can see an average increase of 30% in your ROI when you use email appending.

## Benefits of growing your list with an email append



# Trends of Email Appending

As goes without saying, email marketing dominates the world of business and consumer communications, with over 82% marketers agreeing that email campaigns have reaped positive returns for their business. Building an email list allows businesses to inexpensively advertise while keeping customers updated with new information regarding products, services, and promotions. It's an extremely relevant marketing tool as 94% of internet users utilize email, and according to Radicati's 2016 Email Statistics report, email will be used by 3 billion people by 2020.

## Have a look at three trends that are gaining popularity in email marketing and appending presently!

- Email Personalization through Use of Analytics
- Using Email Appending Best Practices for Data Cleansing
- Micro targeting through Geolocation

***Email Appending is a hugely important process that helps a company grow its own databases.***

## 1. Email Personalization

For marketers, personalization means everything. It describes the strategy and tactics of delivering content and experiences that speaks directly to individuals when, where, and how they choose.

Personalization has become vital to success as consumers take more control over their buying process. Personalization not only in terms of using the right title to address and using adaptive content based on geographical needs, but also to the extent that the very subject line of your email campaign is personalized .

**"Adestra Report 2012 found that personalized subject lines has 22.2% more chances of being opened"**

## 2. Using Email Appending Best Practices for Data Cleansing

Using quality data is one of the key factors for a successful marketing campaign because low-quality data cannot bring satisfactory leads for your business. The process of data appending improves the data quality through which, you will be able to reach your target audience quickly and engage them easily. The process of appending testaments not only allows you to add missing information about your target consumers, but it will also help you correct errors such as poorly written locations, names, id. Email, inauthentic identities, false email IDs, etc.

### 3. Micro Targeting through Geolocation

Microtargeting as such has better statistics for open rates, click-through rates and even acting on the Call-To-Action. It also requires a thorough understanding of audience needs and motivation and accurate data for campaigns. It's recommended to append email lists first and then roll out campaigns to add value and deliver what your clients need.

**Match Rates for our services are typically in the following ranges:**

**>> Email Append: 30% - 65%**

**>> Reverse Email Append: 20% - 45%**

**>> Email Update Service (ECO): 12% - 35%**

# Email Append Best Practices

Email append best practices Professionals associated with digital marketing know the significance of email appending very well. This email appending method enhances the value of the information through which, you will have the capacity to meet your target audience swiftly and connect with them effortlessly. It guarantees that only dynamic and valid email addresses are new to your database. Moreover, the updated database will help you to know who have moved out from the list and who have come in.

## Boost Response Rate

Marketing practice involved in the collection of known data of the client and then in the match with the database of the provider to obtain email addresses. As marketers develop creative ways to maximize ROI using existing customer lists to help offset increased postage and paper costs, e-mail appending offers a solution. Implement data cleansing and email appending and paint your email marketing business with bright colors of maximum revenue and ROI.

## Data Cleansing

Identify the area with more data quality errors & incorrect links and prepare a systematic quality plan based on the root problem. Email lists decay by 20%-22% every year and data cleansing aka data scrubbing not only helps in maintaining your email list hygiene but also helps in maximizing your email marketing ROI.

## Database Integrity

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## Stay Ahead of Your Competitors

Everyone needs clean and accurate database with perfect prospect details which are useful for sales & marketing division for various campaigns. They need one step ahead of market competitors in business, advanced technology with update information. The cost of purchasing a database consisting the list of the new customers is much higher than upgrading and keeping your existing one. Thus, explore the potential of your existing contact through email appending.

# Append Process



A simple, forthright and highly efficient methodology for improving the client's marketing efficiency through a surge of quality leads and drastic reduction on the overall cost.

This involves Append emails and other missing data to your business or consumer databases to help you widen your reach for your email marketing campaigns. Every email field that we add goes through multiple stages of verification to ensure that it is accurate. In the process, you maximize your chances of getting your message across to more prospective clients who would effectively translate into more deals.

## Process

*It takes about 8 days to complete the entire process, including the matching and opt-out procedure.*

1

**Your file is matched against our permission-based email databases:** It's best to submit only those records with which you have an existing business relationship. The email address provided will be for the contact listed on your database...Or not another random person that works for their company.

2

**To further increase your results, we also offer a domain pattern matching process:** This program will first identify the email domain for the company listed on your input file. Then using reference databases, the program will identify the email naming convention for that company. Once the naming convention has been determined, the email address for your business customer is output.

3

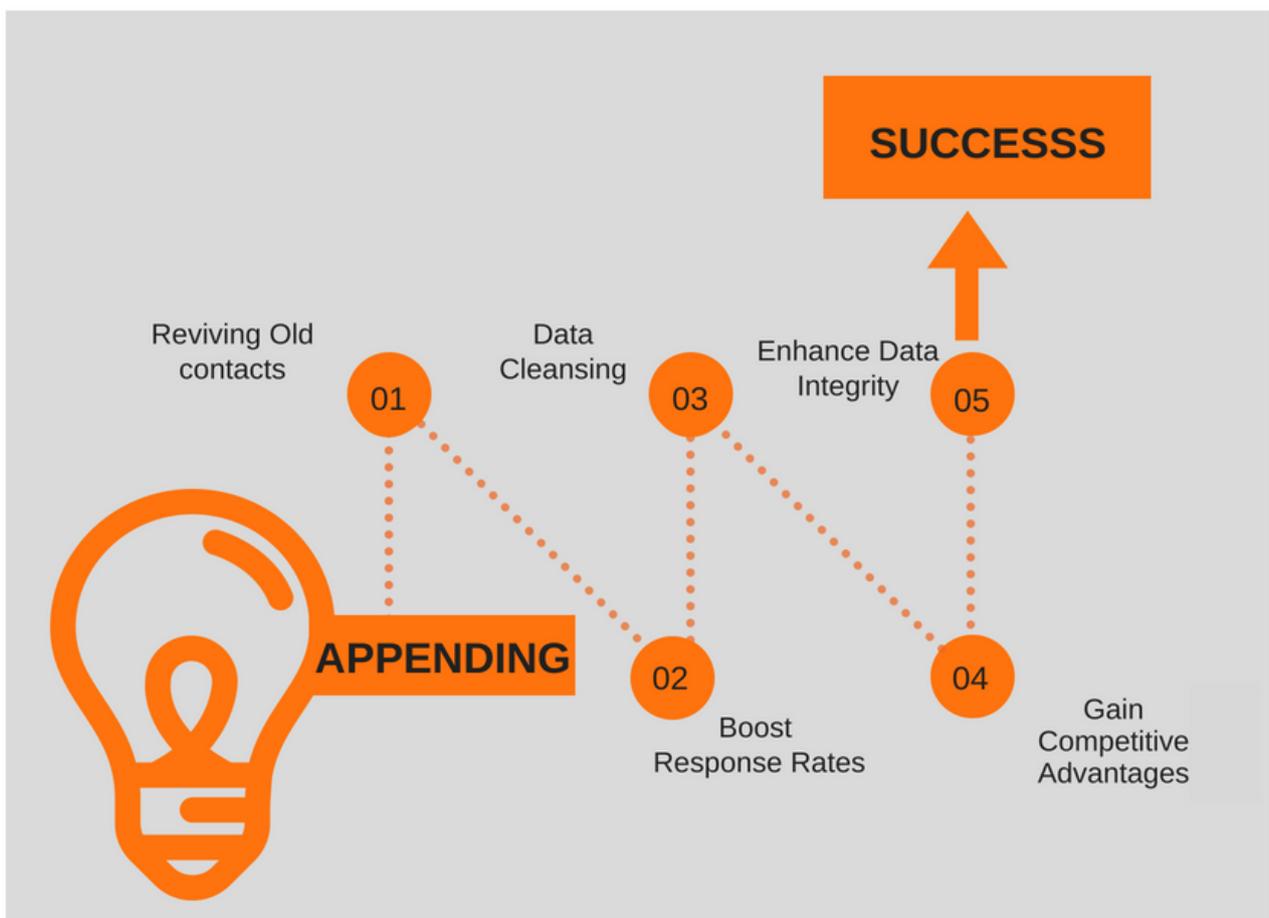
**Once all the data processing is complete, a welcome email is sent to your business customers:** This email introduces online communications from you and gives them a chance to opt-out.

4

**After completion of the entire program, the enhanced file is returned to you:** You're now ready to increase your results by taking advantage of multi-channel marketing strategies.

## What you gain from the email appending services?

- Reduced campaign costs
- Real-time campaigning
- Geo-targeted approach
- High deliverability rate
- Better open and click-through rates
- Low sales cycle time
- Re-gain customer loyalty
- Increase ROI



## AverickMedia Email Appending Service

We at AverickMedia believe that data gets obsolete very quickly. And if you are planning to roll out an email campaign then you should get your database appended to see better results. It is one of the most effective ways to add accurate email address to your database. With our in-house email database of more than 500 million unique names, postal addresses and opt-in email addresses, we've helped thousands of organizations append data successfully.

### ***Get Free Email Append Test from AverickMedia***

***Just how clean is your data? Identify where your data requires attention, allowing you to choose which areas to improve.***

- Each record is guaranteed live, clean, switched on and TPS checked
- All of the data cleaning and data refining is managed in-house by our team of data specialists.

## Contact Us

Call The Direct Marketing Specialists

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