

The logo is a red shield with a white border. Inside the shield, the words "DIGITAL MARKETING" are written in a white, sans-serif font, arched over the word "BOOT CAMP" which is in a larger, bold, white, sans-serif font. Below "BOOT CAMP", the letters "MA" are written in a white, sans-serif font, flanked by two white stars.

DIGITAL MARKETING BOOT CAMP ★ MA ★

Building & Maintaining an Engaged
Email List that Works for You!

Welcome

When executed strategically, email marketing generates one of the highest ROI's – and building your own list is where it all starts.

In this webinar, you'll learn successful strategies to maintain and build a clean, engaged email list.

Thank you for joining!



Craig Valenz

*Senior Director, Email and Newsletter Marketing
Advance Local*

- More than 15 years of experience in the email marketing, 10 years with Advance Local.
- Develops data-driven email marketing strategies focused on revenue growth, customer acquisition and retention.
- Specializes in best practices / CAN-SPAM regulations, and campaign optimization related to performance metrics, design, and messaging.
- Manages a team responsible for the execution and delivery of over 4K email campaigns and 30M emails sent per month.



Today's Speaker



Today's Agenda

- Current Trends and Stats
- List Erosion
- List Cleansing
- List Growth
- Getting Started

What we're covering today

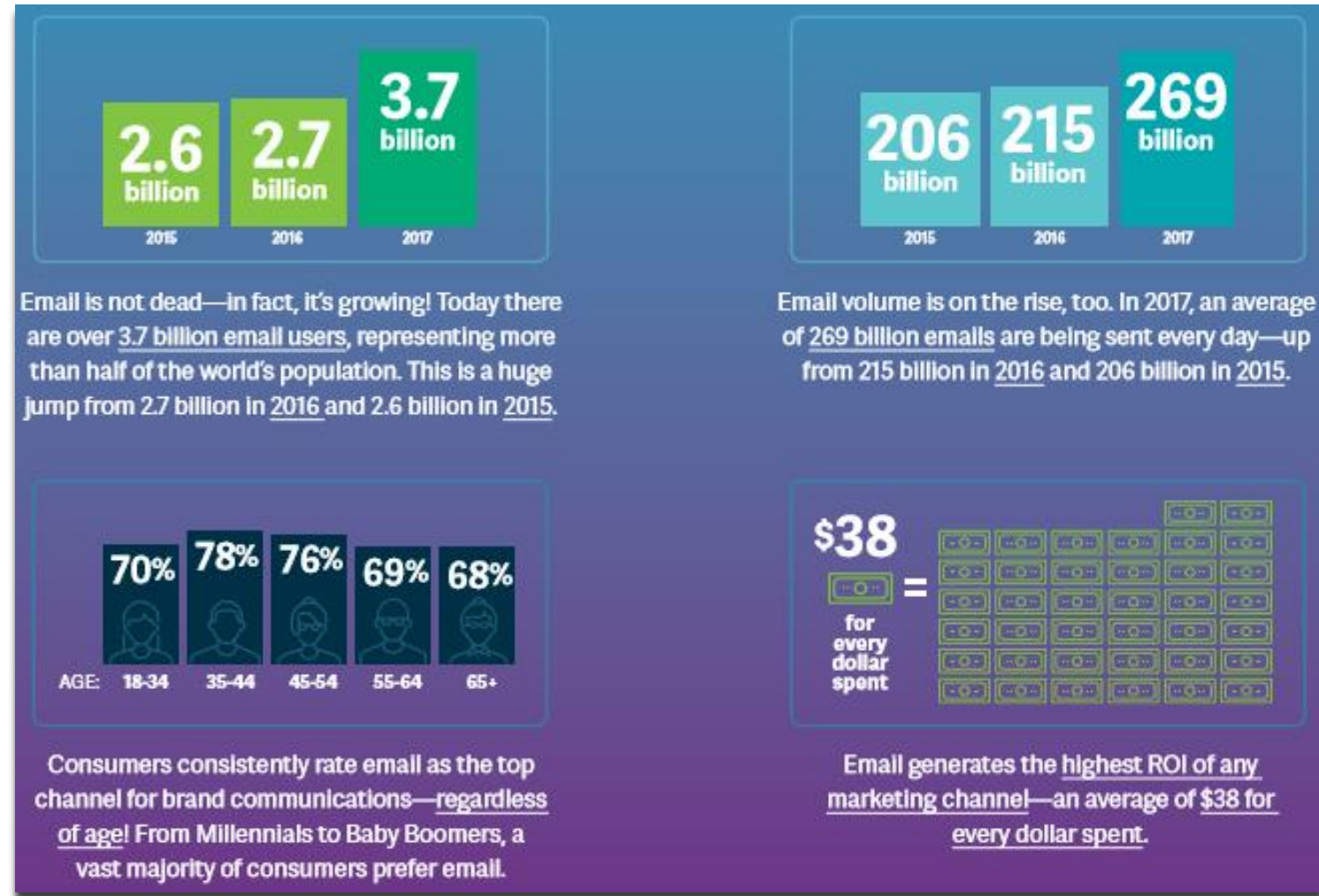


Trends and Stats



Email Marketing is One of the Highest ROI Channels

- Email usage is growing so don't miss out.
- Email volume is growing, so follow best practices at every turn.
- Executed strategically, email marketing supports all phase of the Sales Funnel.



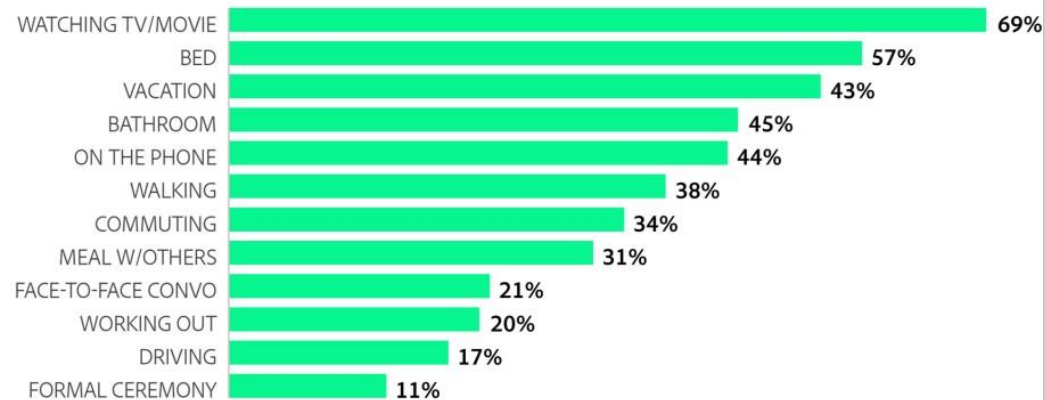
Source: The Era of Optimization, Return Path, Dec 2017



Email Marketing is Effective Everywhere, Across Categories

The wide adoption of smartphones, keeps people always connected thus email remains a critical tool for marketers to deepen brand connections and generate sales.

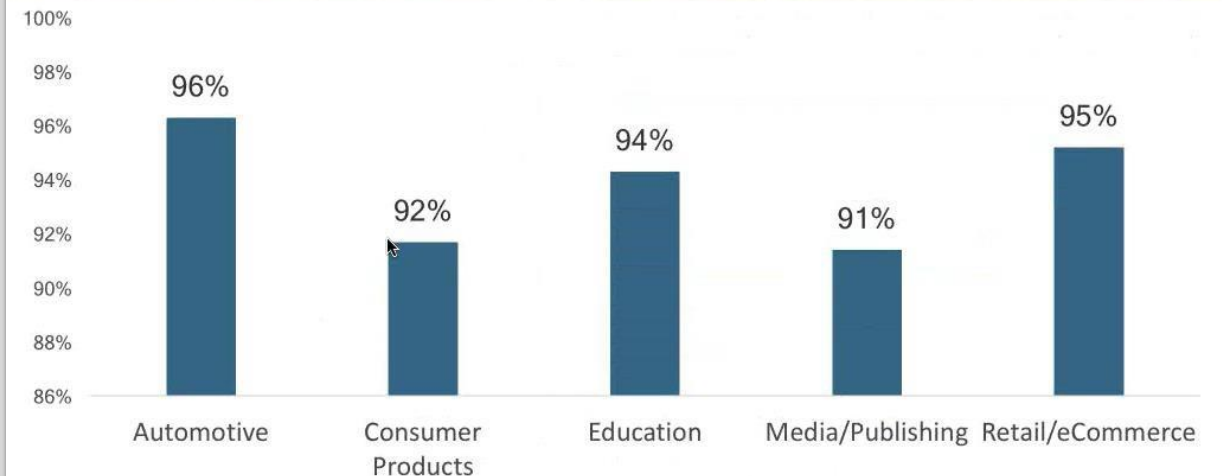
Everywhere and all the time



EMAIL IS CHECKED ALMOST ANYWHERE
SOURCE: ADI EMAIL SURVEY 2016, US

In the last month, during which situations have you checked your email?

Strong Key Categories



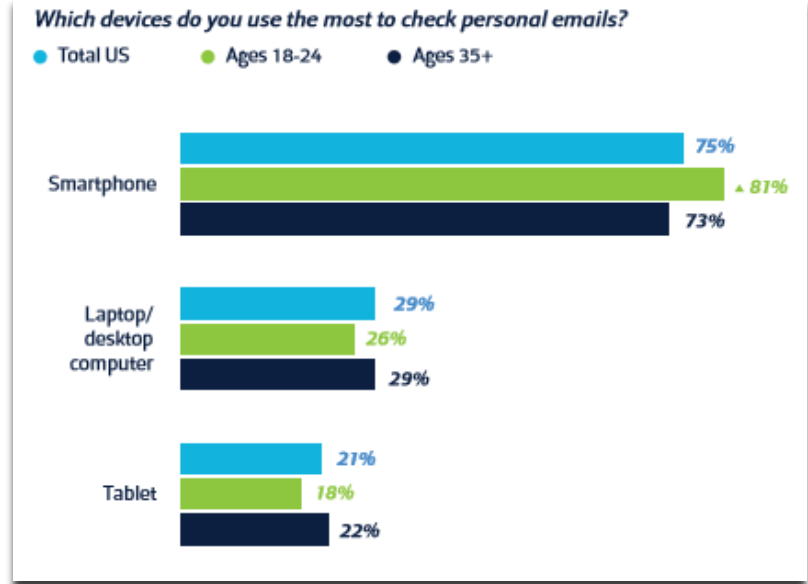
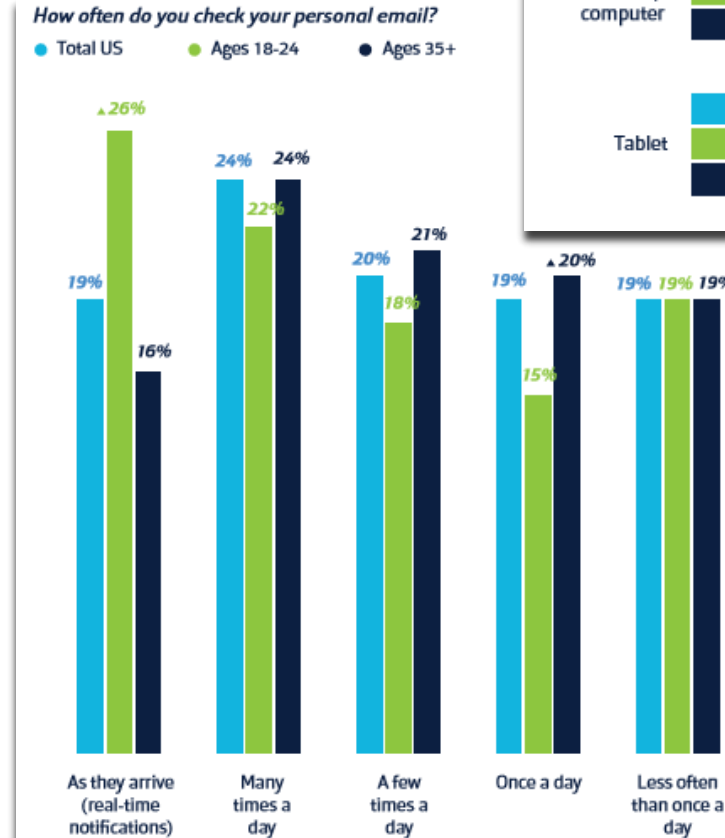
Question: "Please rate the effectiveness of each channel in terms of driving revenue results for your business."
Highly/Somewhat Effective summary table. Source: The Relevancy Group Executive Marketer Survey –2016; N=486 US Only



Email Recipients are Glued to their Inbox

Frequent checking of email opens the door to marketers for real-time engagement.

- 75% of Americans say they use their smartphones most often to check email, though the Millennial/Gen Z demographic is over 80%.
- 80% of Americans check their email at least once per day, 60% at least a few times.
- 20% check in real-time interactions via mobile (mail) notifications. Millennials and Gen Zers (18-34) are even more connected; a quarter of these consumers use real-time push notifications.



Source: Fluent, The Inbox Report, 2018

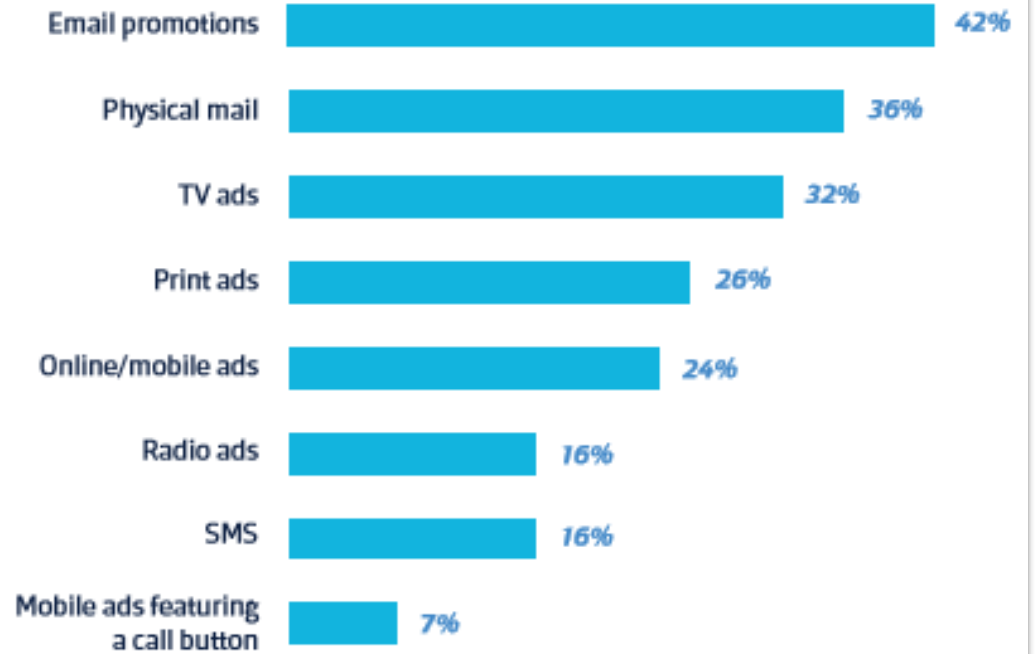


Email Promotions are Popular & Expected

Consumers want to receive email promotions from brands.

- Email users like receiving ads / promotions from brands.
- Combine email with other digital channels and expose your ads / promotions more frequently.

What kind of ads/promotions do you prefer to receive from brands?



Source: Fluent, The Inbox Report, 2018



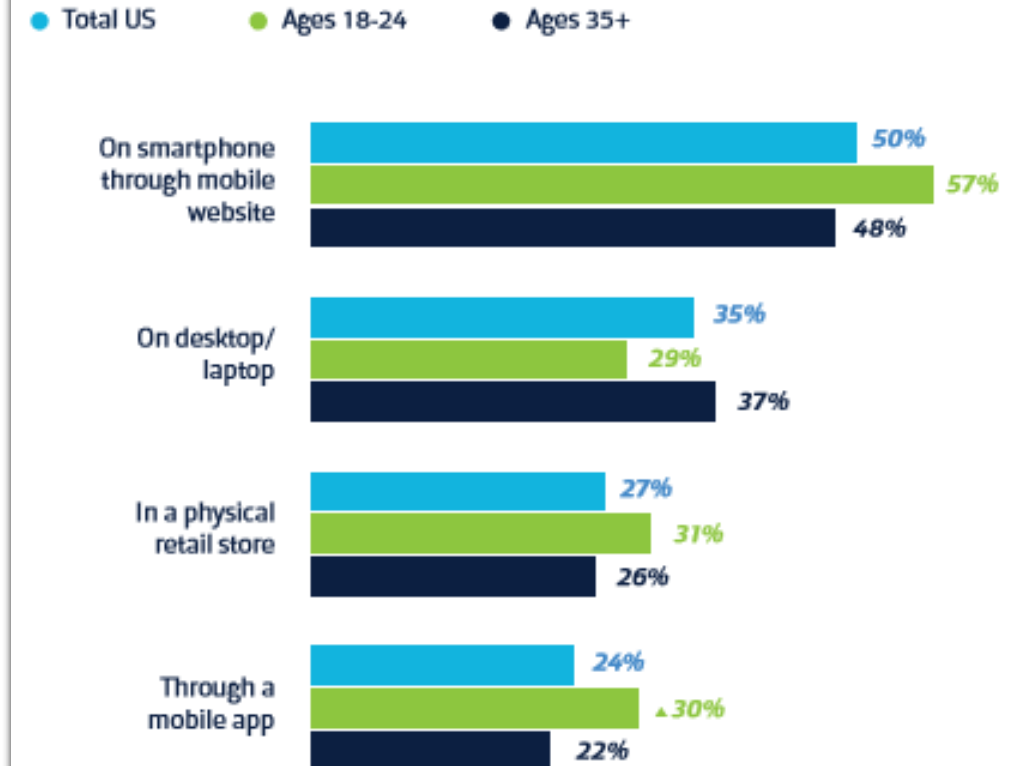
Lists are Money

Email drives sales across multiple devices and channels – including offline, and to your website.

- After seeing a marketing email, half of consumers (50%) have purchased through mobile websites, 24% through a smartphone app.*
- Also, marketing emails resulted in consumers purchasing on a computer (35%) and in-store (27%).
- After seeing an email campaign, consumers are likely to visit the brand's website (26%).

How did you make the purchase(s) after receiving a promotional email?

Among those who made a purchase after receiving a promotional email



*2017, smartphone orders accounted for 46% of all email-driven orders, an increase of 33% year-over-year. Tablet and desktop orders declined by 14% and 18%, respectively.

Source: Fluent, The Inbox Report, 2018



Trends & Stats Takeaways

- ✓ When used strategically, email is one of the highest ROI channels and is effective for not only building awareness, but also customer retention, and driving sales.
- ✓ With email volume so high, focusing on best practices (e.g. list acquisition / segmentation, subject line, design, content / messaging, etc.) is the key to getting through the inbox clutter.
- ✓ The wide adoption of smartphones means people are always connected to email (especially Millennials / GenZ), which means your customers are always connect to you.
- ✓ Email's is a very influential tactic as it drives sales across multiple devices and channels – including offline – and website visits.



*The health of an email list is a key driver of
customer retention and sales.*

*Building and maintaining such healthy email lists
involve strategies that address three (3) core areas
– **Erosion, Cleansing, and Growth.***



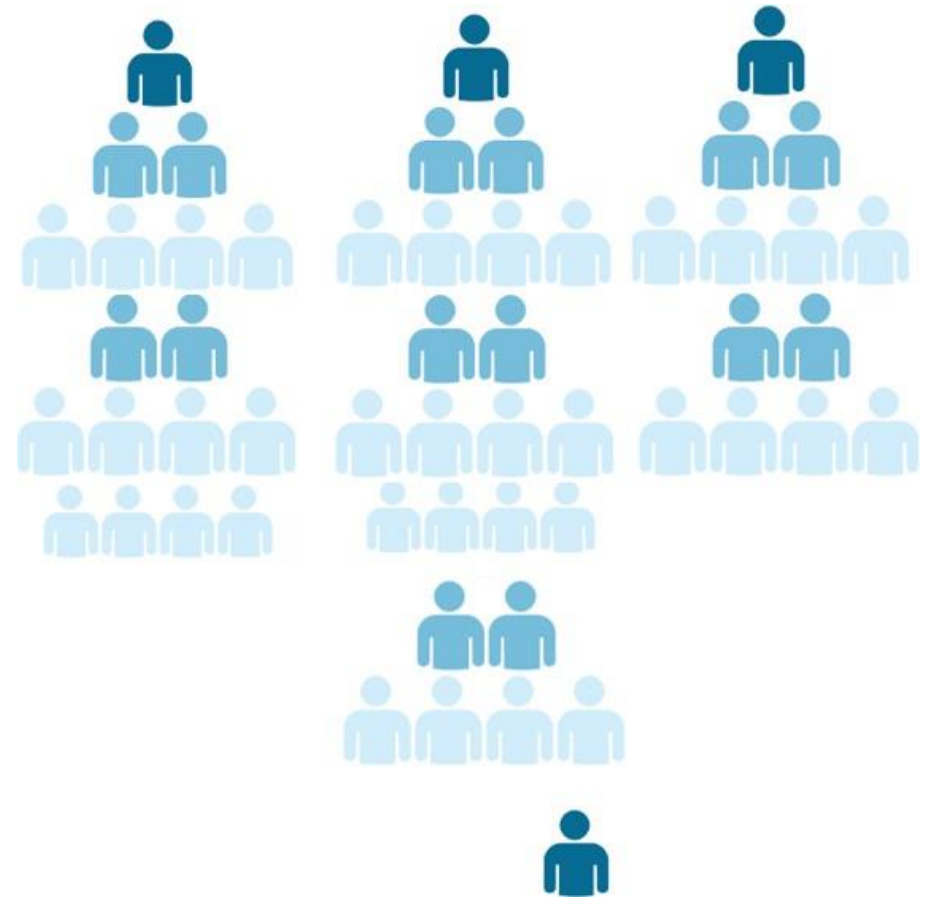
List Erosion



Accept and Plan for Erosion

Eroded lists negatively impact overall campaign engagement, deliverability, and ROI. In other words, your ability to communicate with current and former customers slips away.

- It's not unusual to find that up to 50% of a list is no longer engaged and annual churn rates are anywhere between 10-25%.
- Subscribers become inactive or leave because of:
 - Content relevancy (lack thereof) and over-mailing
 - Deliverability issues
 - Marriages, service provider changes and / or use of multiple accounts also contribute
- Monitor by tracking campaign performance, deliverability, opt-outs / complaints, and activity rates on a regular basis.



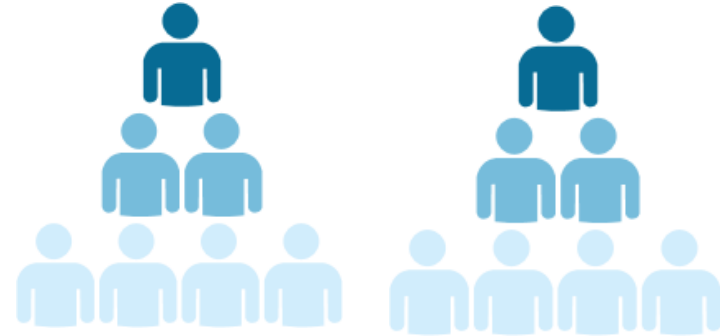
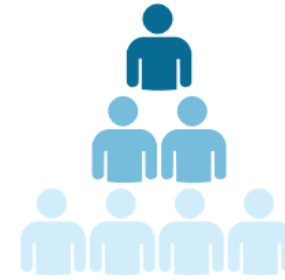
<https://www.calibrate.co.nz/email-marketing/enough-counter-email-list-attribution/>



Attention to Basics

There are many approaches for minimizing list erosion. While implementing all is ideal, starting with one gets you going in the right direction.

- Think mobile first
- Send relevant and personal messaging
- Maintain the right and consistent frequency of emails

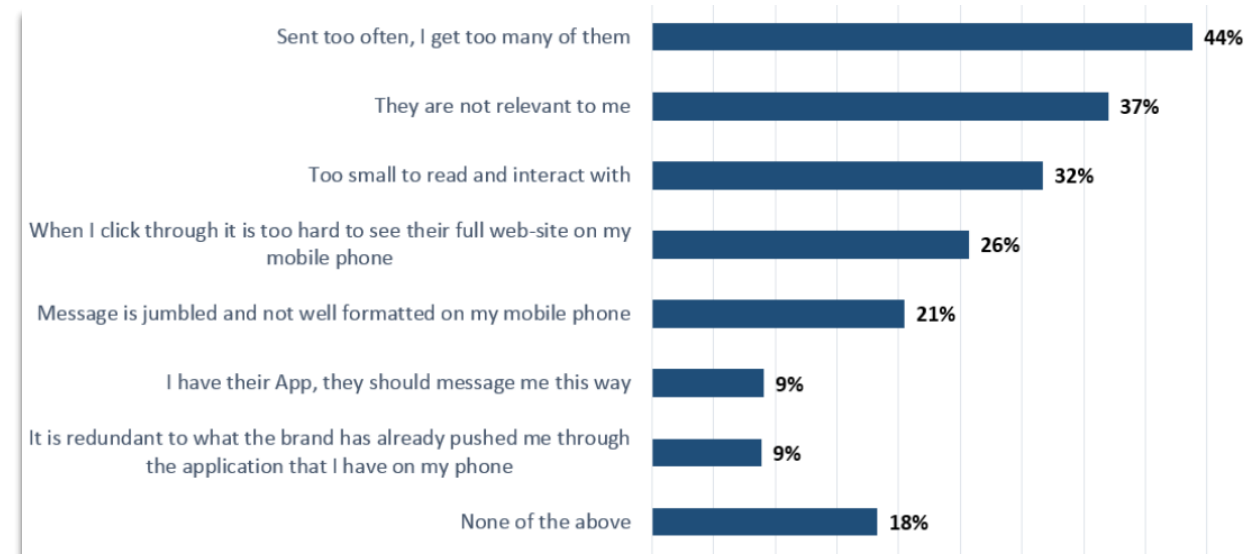


Think Mobile First

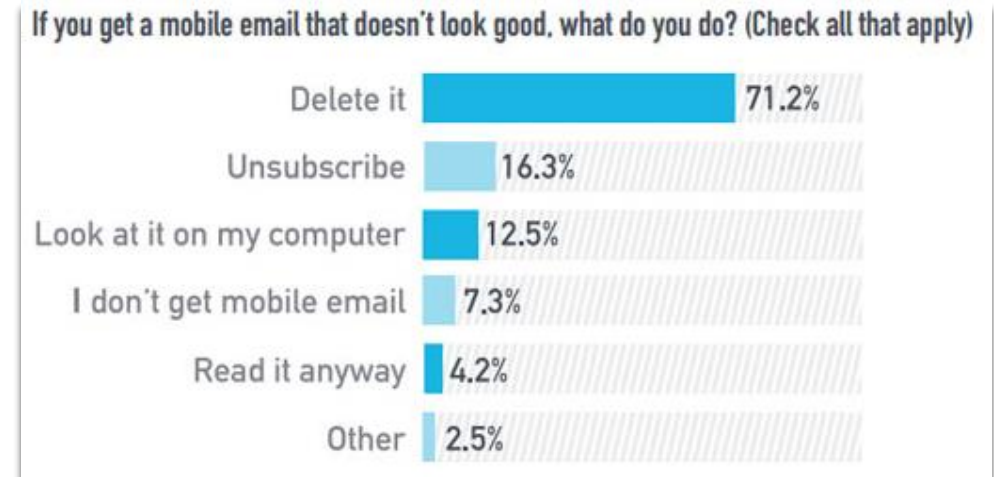
A poor mobile experience frustrates subscribers resulting in inactivity and churn.

- Lack of mobile optimized email is a pain point for all mobile users – information is just too small to read and interact with, and templates are improperly formatted.
- 71% of email recipients will delete an email that isn't mobile optimized.
- Go responsive and optimize creative. Keep subject lines, body copy, and CTAs short and sweet. Allow for a lot of white space. Keep fonts > 14 pixels, email width < 550 pixels.

Mobile Tips: Don't forget to think post click! Optimizing the mobile path-to-purchase with responsive landing pages is critical as mobile usage and email-driven orders increase.



LiveClicker and The Relevancy Group "Exploring the Benefits Real-Time Email – Driving Marketing Effectiveness"



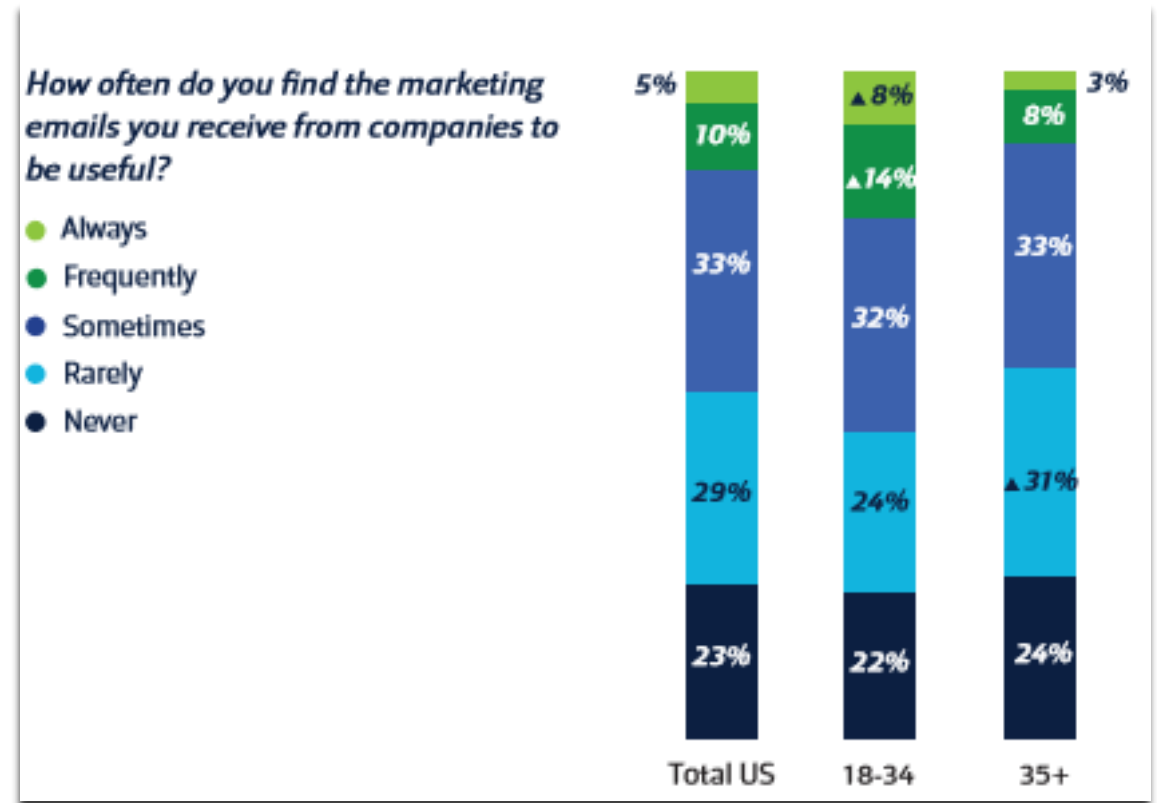
BlueHornet "Consumer Views of Email Marketing"



Relevancy is Key

When messages aren't relevant, subscribers will opt-out or ignore you.

- Unfortunately, up to 55% of consumers don't feel marketers are meeting their expectations.
- Email messages need to have a specific purpose.
- Creative should have a clear hierarchy; one that focuses on the primary topic – a product, content, offer, announcement, or event.



Source: Fluent, The Inbox Report, 2018



Data Helps Keep Email Relevant

Taking a data-driven approach and segmenting your database helps increase relevancy and reduce erosion.

- Collected data allows you to build customer personas, which enables subgroup segmentation based on interests.
- Information can be collected during the initial sign-up process or via preference center.
- If needed, work with a partner with data analysis capability to help you develop personas and segment your database.



The image shows a screenshot of the Costco Insider Preference Center. At the top, the Costco logo is visible. The main heading is "MY COSTCO INSIDER PREFERENCE CENTER". Below this, a woman is shown using a laptop. The text "You're in control!" is followed by "You can easily tailor your Costco emails to what you want by selecting your favorite categories." To the left, there is a preview of a Costco email. The main content area has the text "Your COSTCO EMAILS include promotions highlighting current savings and offers both online and in your local Costco warehouse." Below this, it says "TELL US WHAT YOU LIKE so we can tailor your email to you." There are two columns of checkboxes for selecting preferences: No Preference, Baby, Home, Electronics, Jewelry, Lawn & Garden, Office Products, and Sports & Fitness. To the right of these checkboxes is an image of a baby stroller and a house. Below the checkboxes, there is a section titled "GENERAL INFORMATION" with the note "Bolded fields are required." This section includes input fields for First name, Zip code, and Membership number, and a dropdown menu for Local warehouse. A blue button labeled "Submit Your Preferences" is at the bottom.

COSTCO.COM

MY COSTCO INSIDER PREFERENCE CENTER

You're in control!
You can easily tailor your Costco emails to what you want by selecting your favorite categories.

Your **COSTCO EMAILS** include promotions highlighting current savings and offers both online and in your local Costco warehouse.

TELL US WHAT YOU LIKE so we can tailor your email to you.

☐ No Preference	☐ Jewelry
☐ Baby	☐ Lawn & Garden
☐ Home	☐ Office Products
☐ Electronics	☐ Sports & Fitness

GENERAL INFORMATION
Bolded fields are required.

First name

Zip code

Membership number

Local warehouse

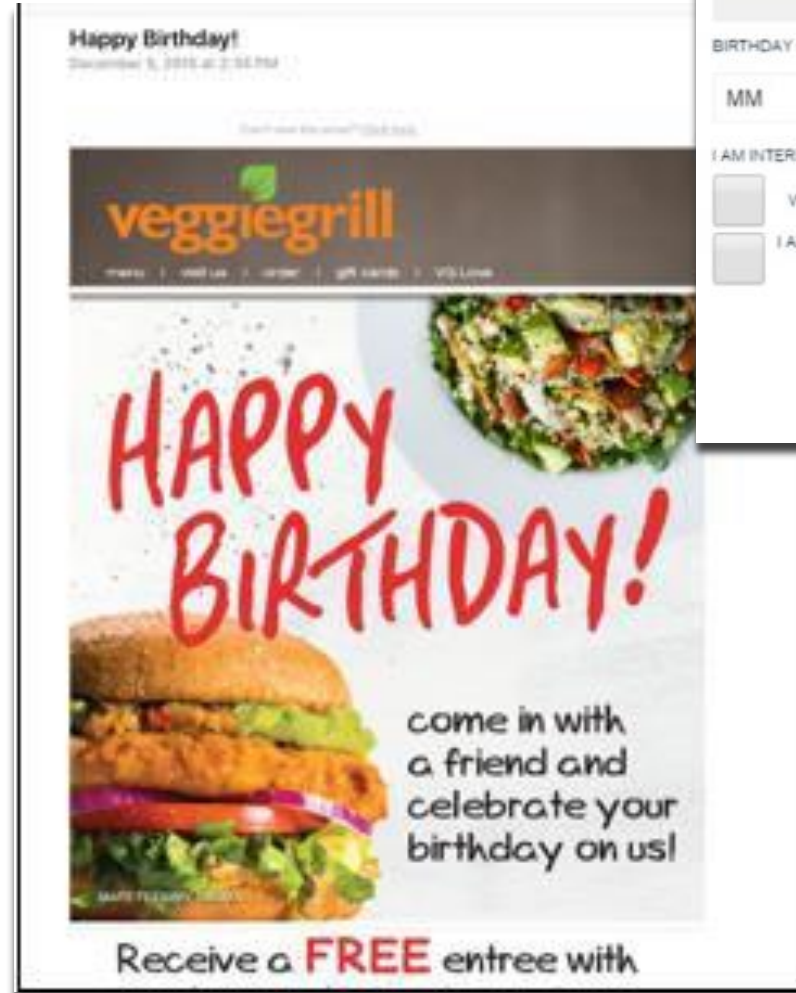
Submit Your Preferences



And Data Enables Personalization

That personal touch keeps messages relevant and deepens the subscriber relationship.

- Getting personal is an effective way of retaining customers and persuading them to take action.
- Personalized email messages improve click-through rates by an average of 14% and conversions by 10%. – Aberdeen



YOUR EMAIL *

john.doe@gmail.com

ZIP CODE

BIRTHDAY *

MM ▼ DD ▼ YYYY ▼

I AM INTERESTED IN HEARING ABOUT

☐ WOMEN'S ☐ KIDS ☐ MEN

☐ I AM OVER THE AGE OF 13 *

SUBMIT

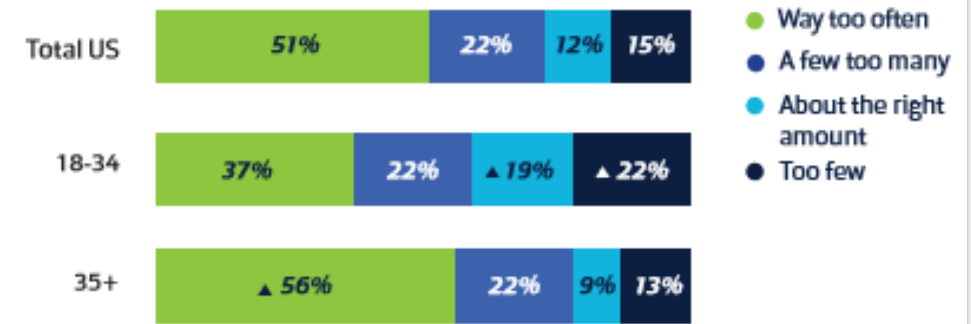


More Is Not Always Better

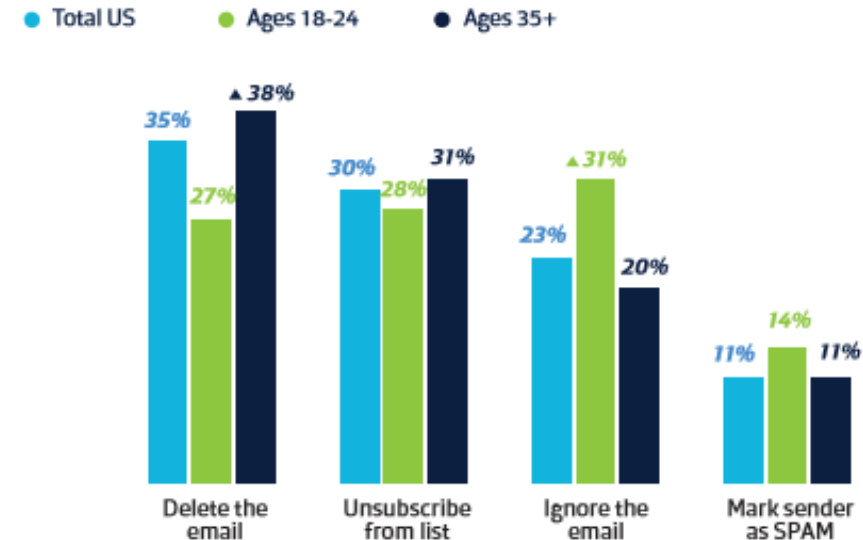
Send too many, unsubscribes may occur. Send too less emails, subscribers may tend to forget about you.

- More than half (51%) of Americans say they get too many marketing emails, though Millennial and Gen Z consumers report less email marketing fatigue than older consumers.
- Unwanted emails are either ignored or recipients unsubscribe from the list altogether.
- Be consistent with the frequency of sending emails.

How many marketing emails do you receive?



If you see a promotional email that you don't want to receive, what are you most likely to do?



Source: Fluent, The Inbox Report, 2018



More Is Not Always Better

Salvage subscribers by allowing them to choose the frequency in which they receive emails.

- Providing frequency options on the unsubscribe page or preference center is another way to put subscribers in control.
- Frequency options allow you to keep some email addresses on file because they simply want less email, not no email at all.
- An “opt-down” procedure is another option that can allow potential unsubscribers to adjust frequency... and refine other aspects their accounts.

The screenshot shows the Sephora website's preference center. At the top, the Sephora logo is centered, with navigation links for MAKEUP, SKIN CARE, FRAGRANCE, HAIR, GIFTS, and SALE. Below the logo, the heading "STAY IN CONTROL OF YOUR INBOX" is displayed. Underneath, it says "YOU ARE CURRENTLY SUBSCRIBED AS:" followed by a redacted email address. A link "Log in to change your first name and email address" is provided. The "MANAGE YOUR EMAIL FREQUENCY" section has four radio button options: "All offers" (selected), "Weekly", "Monthly", and "Unsubscribe". Below this, the "SEE WHAT'S HAPPENING AT A SEPHORA NEAR YOU" section prompts the user to enter their ZIP/Postal code to receive event invitations. A dropdown menu shows "United States" and a text input field for the ZIP code. An "UPDATE" button is at the bottom. To the right of the form, there are several overlapping images of Sephora promotional emails, including one for "YVES SAINT LAURENT PARIS" and another for a "SALE".

The screenshot shows the "the daily sip" website's unsubscribe page. At the top, the logo "the daily sip by bottlenotes & epicurious" is displayed. Below the logo, a large red banner with white text reads "Stop The Presses?". Underneath the banner, a white arrow points to a checkbox labeled "Send me The Daily Sip Weekly Recap once a week." with a "SUBMIT" button. Below this, a section titled "If you still want to unsubscribe, please let us know why you're opting out:" contains four radio button options: "Too many emails", "No longer interested", "I never signed up", and "I'm signed up on another email address." At the bottom, a confirmation message states: "Confirm your unsubscribe request from The Daily Sip by clicking on the 'Unsubscribe' button below to remove your email address." followed by a red "UNSUBSCRIBE" button.

Source: Fluent, The Inbox Report, 2018



List Erosion Takeaways

- ✓ With up to 50% of email lists inactive and annual churn rates are anywhere between 10-25%, eroded lists negatively impact your ability to connect with and retain customers, overall campaign engagement, and ROI.
- ✓ To limit list erosion, develop plans to address mobile optimization and content relevancy.
- ✓ Partners with data analysis capabilities can help you develop personas and segment your database, thus enabling the development of more relevant communications.
- ✓ Don't wear out your welcome by over-mailing. It's critical to aim for a "sweet spot" with your email marketing. Be frequent enough to spur purchases and brand awareness, but not so often that consumers unsubscribe.
- ✓ Monitor campaign performance regularly – watch open / click engagement, deliverability, spikes in unsubscribes or complaints. And of course, monitor activity rates and / or churn.



List Cleansing



Think Quality Over Quantity

Email list cleansing should be a regular activity to maintain good list hygiene and prevent deliverability issues.

- In addition to accumulating inactive email addresses over time, there are circumstances of spambots filling in online forms and major email providers recycling old dead email addresses as spam traps.
- Big ISPs (Gmail, Yahoo, etc.) are also using engagement levels to determine whether you get pushed to the spam folder or not.
- List cleansing can be approached conservatively to aggressively; depending on the email list and frequency of sends, etc.:
 - Inactive over 50 consecutive sends
 - Inactive over 30, 60, or 90 days
 - Inactive over 6 months
 - Inactive over 1 year

A clean and efficient list will have a limited number of inactive subscribers, be accurate, up-to-date, and free from duplication. Other advantages include:

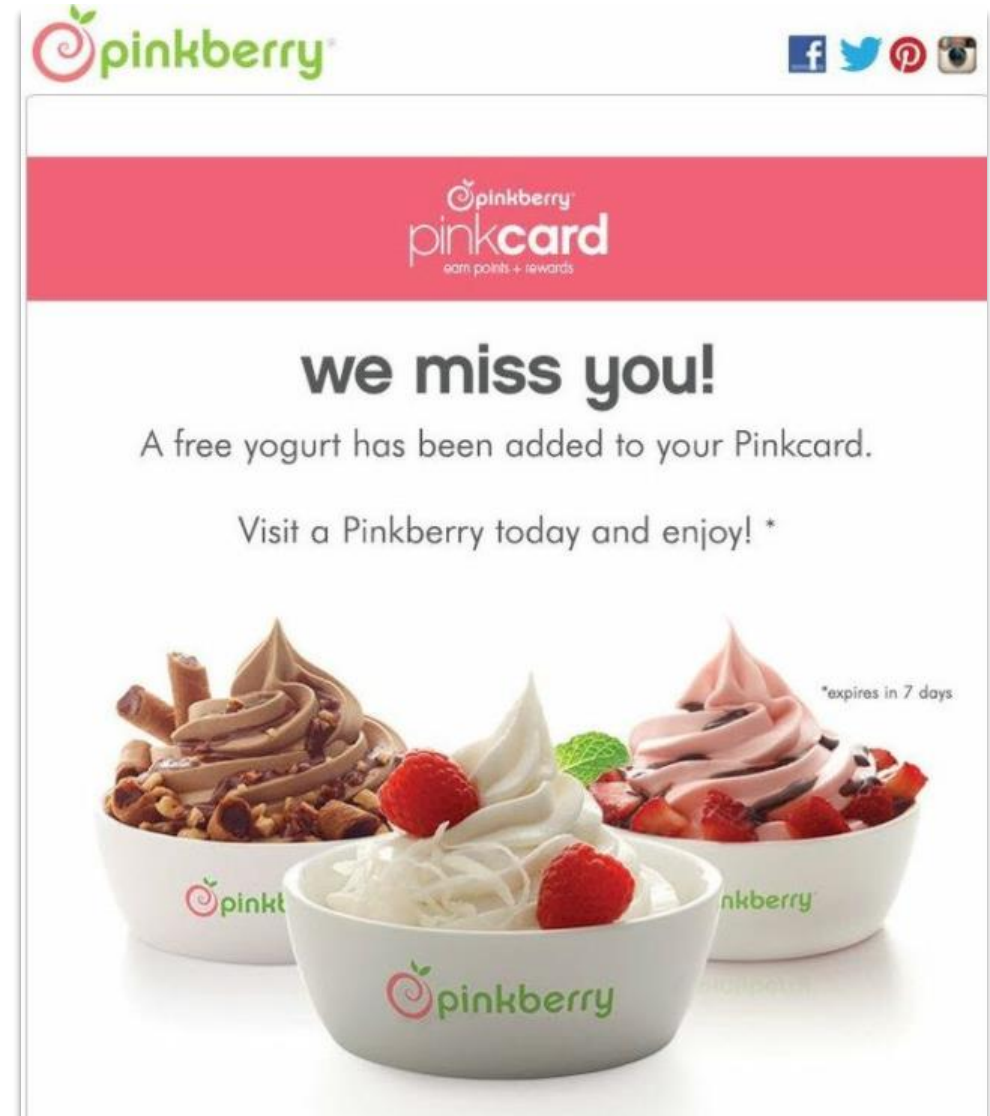
- Helps clean email lists of undeliverable email addresses (helping you increase deliverability)
- Helps improve campaign performance for a list
- Helps to remove duplications
- Helps to correct wrong email addresses



Re-Engage Before Removal

Maybe you don't have to simply remove inactive email addresses. Try re-engaging them before removal.

- Re-engagement emails are your last effort to get subscribers to engage before removing them from your list.
- Provide an incentive such as: free shipping, discounts, and so on.
- Ask them to update their preferences or manage subscriptions.
- The ability to engage subscribers with your re-engagement emails, list churn rate should also come down substantially.



List Cleansing Takeaways

- ✓ When it comes to email marketing lists, quality trumps quantity.
- ✓ Email list cleansing should be a regular activity to maintain good list hygiene and prevent deliverability issues. If your emails are not delivered, you fail to connect with customers.
- ✓ List cleansing can be approached conservatively to aggressively; depending on the email list and frequency of sends, target for removal or to re-engage (activate) those.
- ✓ Find a partner with the resources and data to clean and update your list. Whenever possible, choose a provider that can append lists with missing email and postal data and plug your list leaks.



List Growth



List Growth Basics

A well-executed opt-in process helps maximize conversions and set expectations about the type of message they will receive and frequency.

- Have an opt-in (instead of opt-out) option for email marketing permission during collection
- Utilize a dedicated opt-in / sign-up page
- Offer something of value
- Include a welcome message / series to solidify the relationship and re-enforce the subscription value

New to our store?

First Name:

Last Name:

Email:

Password:

Confirm Password:

☐ I would like to receive offers, news and information via Email

Sign Up

My Account

Manage a new issue, or view the status of an existing inquiry.

Are you a new customer?

Email Address:

[See our privacy policy.](#)

Create Password:

Confirm Password:

☒ Check here to receive exclusive email savings.

Continue



Dedicate Pages Help Conversions

A dedicated opt-in page highlights the benefits of your brand's email communications.

- Attention-grabbing copy boosts the effectiveness of their pop-up registration form promoting their email program.
- Relatable copy that can entice consumers to fill in all of their information and manage their preferences in the brand's preference center page.
- Landing page avoids form friction to minimize abandonment of sign ups and lead generation.

The screenshot shows the Madewell website's header with the brand name and tagline "GOOD DAYS START WITH GREAT JEANS". Below the header is a navigation bar with links: NEW ARRIVALS, SHOP ALL, DENIM, TEES, SHIRTS, DRESSES, SWEATERS, SHOES, BAGS, INTIMATES, SALE, BLOG, and SEARCH. The main content area features a large heading "THIS IS SUCH A GOOD IDEA" followed by a list of reasons why to sign up: 1. Access to limited-edition items, 2. A heads up on new arrivals, 3. Invites to Madewell parties, 4. Insider intel on our latest collabs, 5. Special sales, 6. Free express-shipping events, and 7. Surprises along the way. To the right of this list is a registration form titled "RECEIVE OUR INBOX-FRIENDLY EMAIL UPDATES". The form includes fields for "ENTER EMAIL", "ENTER EMAIL AGAIN", "FIRST NAME (OPTIONAL)", "LAST NAME (OPTIONAL)", and "COUNTRY" (a dropdown menu with "Select a Country"). Below these fields are two smaller dropdown menus for "Month" and "Day", and a "SIGN ME UP" button.



The screenshot shows the Madewell website's header with the brand name and tagline "GOOD DAYS START WITH GREAT JEANS". Below the header is a navigation bar with links: DENIM, TEES, SHIRTS, DRESSES, SHOES, BAGS, INTIMATES, and LEISURE. The main content area features a large heading "THANKS FOR SIGNING UP". Below this is a subheading: "We'll send good stuff your way soon." There are two buttons: "CONTINUE SHOPPING" and "REGISTER NOW".



Grow List By Offering Value

The easiest way to build a subscriber list is to tell people what's in it for them.

- Your online email acquisition strategy should demonstrate of offer something of value:
 - Content offers for download (e.g. whitepapers, video, blog posts, eBooks, infographics)
 - Newsletter offers
 - Sweepstakes
 - Free trials
 - Discount offers
 - Membership / loyalty programs
 - Event registration



theSkimm™

SKIMM AHEAD SKIMM GUIDES NO EXCUSES SKIMM BASSADORS ABOUT US

 Making it easier for you to be smarter

The Daily Skimm is delivered to your inbox each AM, giving you all the news and info you need to start your day.

Sign up for The Daily Skimm and join the millions who already wake up with us.

SIGN UP

Still on the fence?
[Check out the latest newsletter](#)



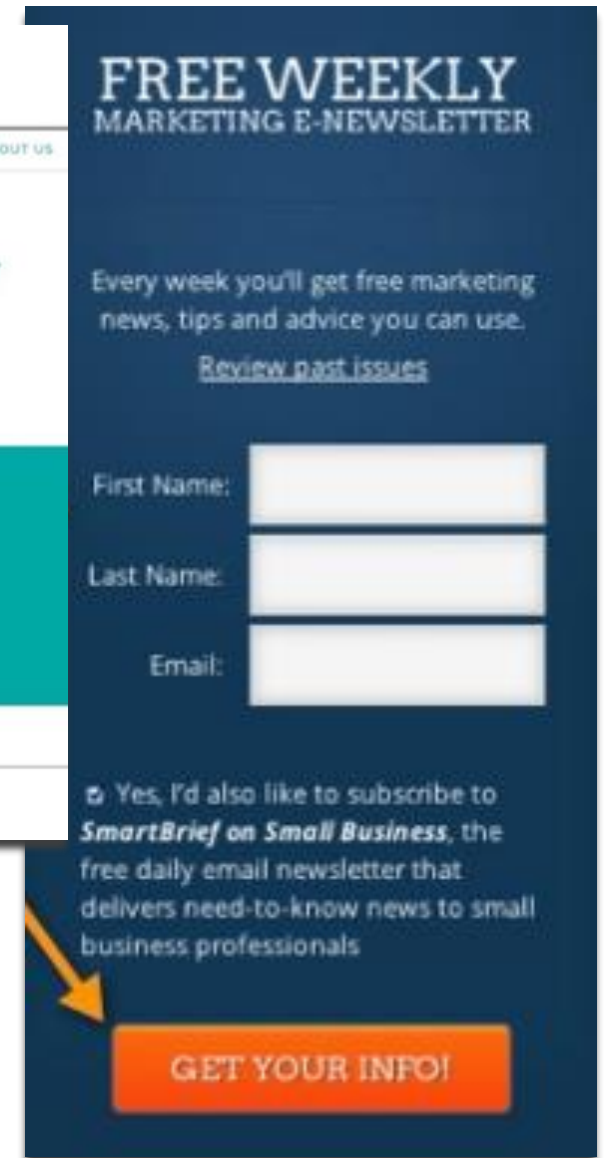
REFER A FRIEND

Give \$30, Get \$30



Invite friends by giving them \$30 off their purchase! For every offer redeemed, you'll also get \$30 to shop.

START SHARING



FREE WEEKLY MARKETING E-NEWSLETTER

Every week you'll get free marketing news, tips and advice you can use.

[Review past issues](#)

First Name:

Last Name:

Email:

☒ Yes, I'd also like to subscribe to **SmartBrief on Small Business**, the free daily email newsletter that delivers need-to-know news to small business professionals

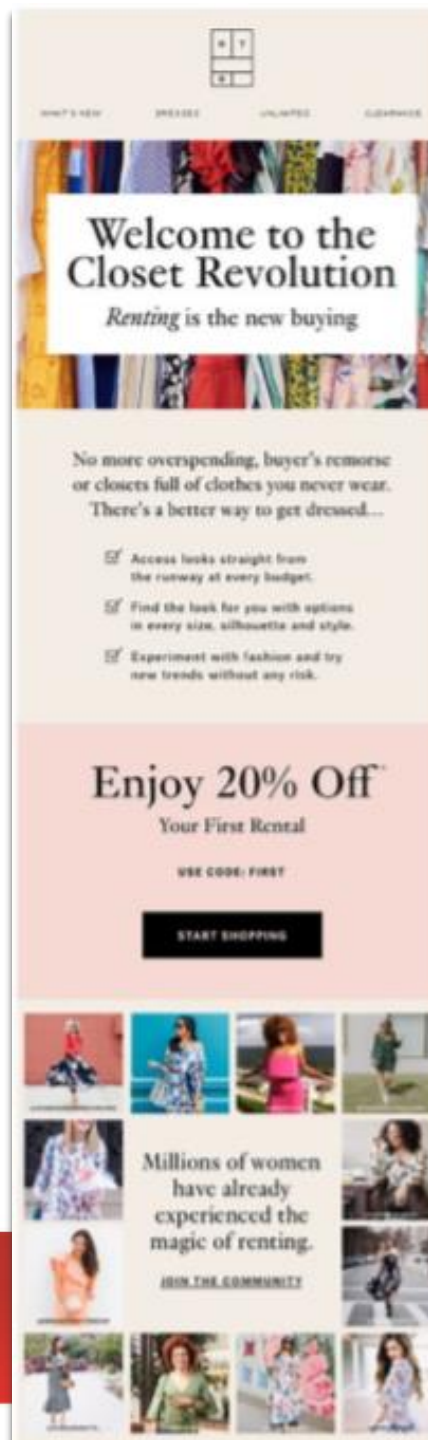
GET YOUR INFO!



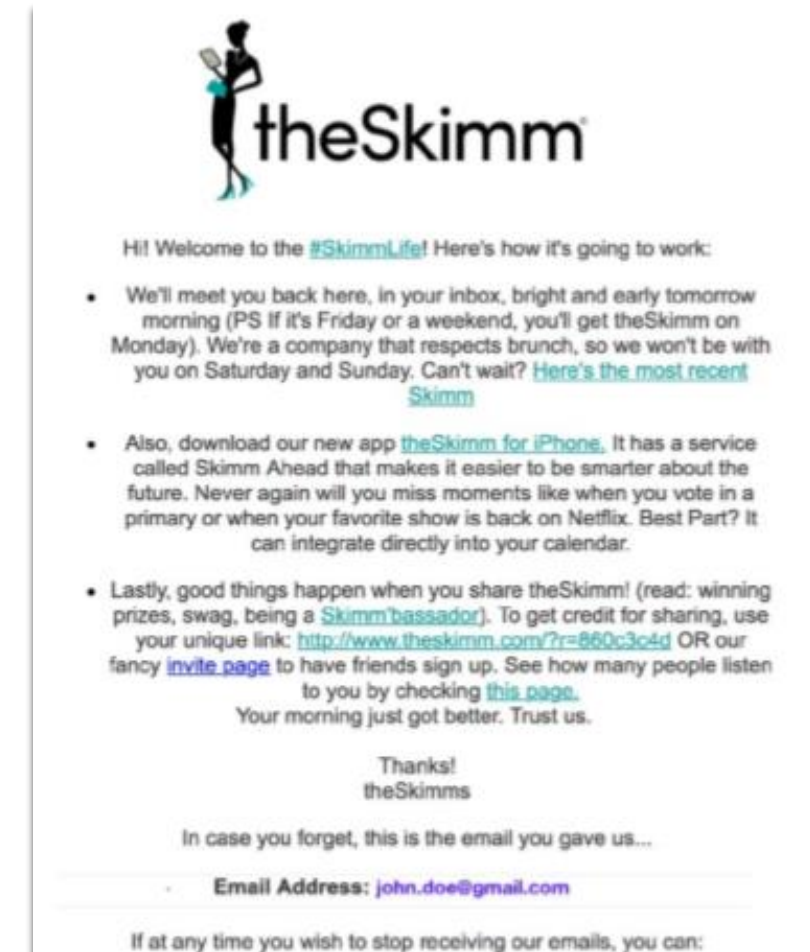
Include a Welcome Message

Welcome messaging helps solidify the relationship and your “promise” upon sign up.

- Welcome emails speak on behalf of the company and have a special opportunity to create credibility and trust while enhancing your brand.
- Confirm the subscription, set appropriate expectations and tone for future emails and messaging.



Subject Line: You have everything to wear... and 20% off.



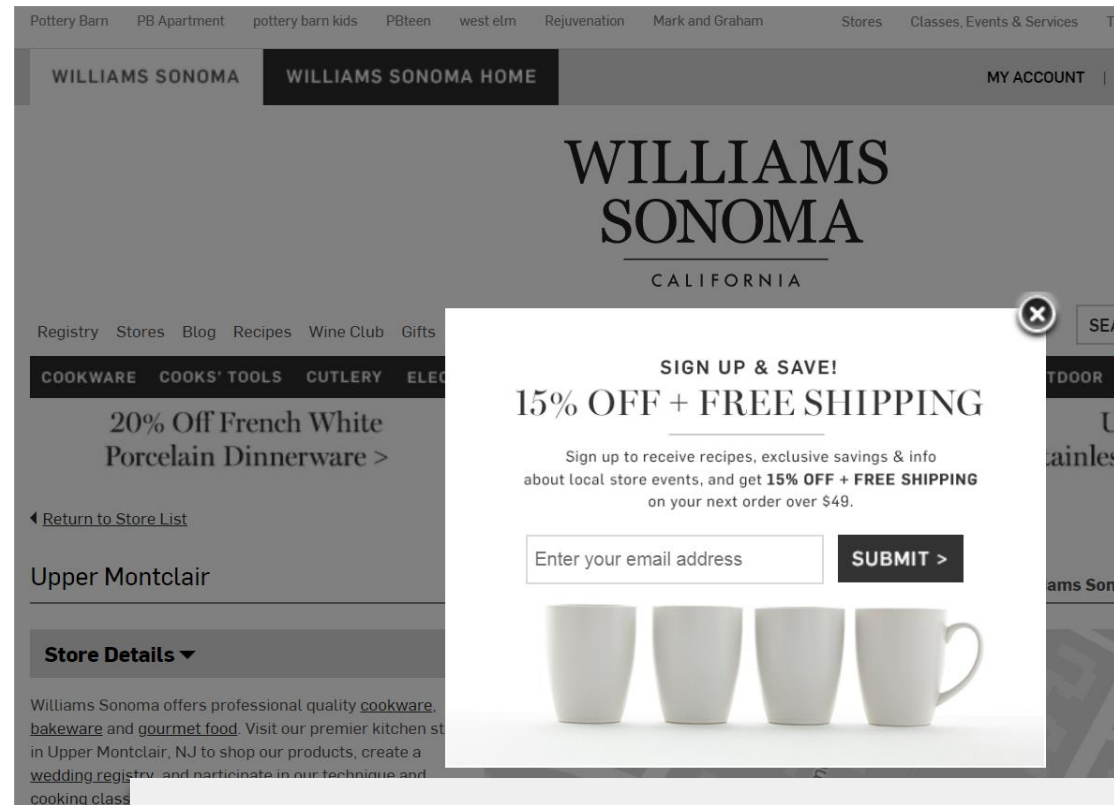
Subject Line: You just got Skimm'd



List Building Strategies

Create opt-in opportunities across your website – homepage, pop ups, at your blog, contact us, about us, send me a quote and other interactive places.

- Give clear value up front including content, discounts or deals subscribers can't find anywhere else.
- Anywhere information is collected, include email address. BUT, don't overdue it and create form friction.



Credit Card



Williams Sonoma Credit Card
Williams Sonoma Visa
Apply Now
Learn More

Sign Up for Email Updates

Follow Us



BACK
TO
TOP



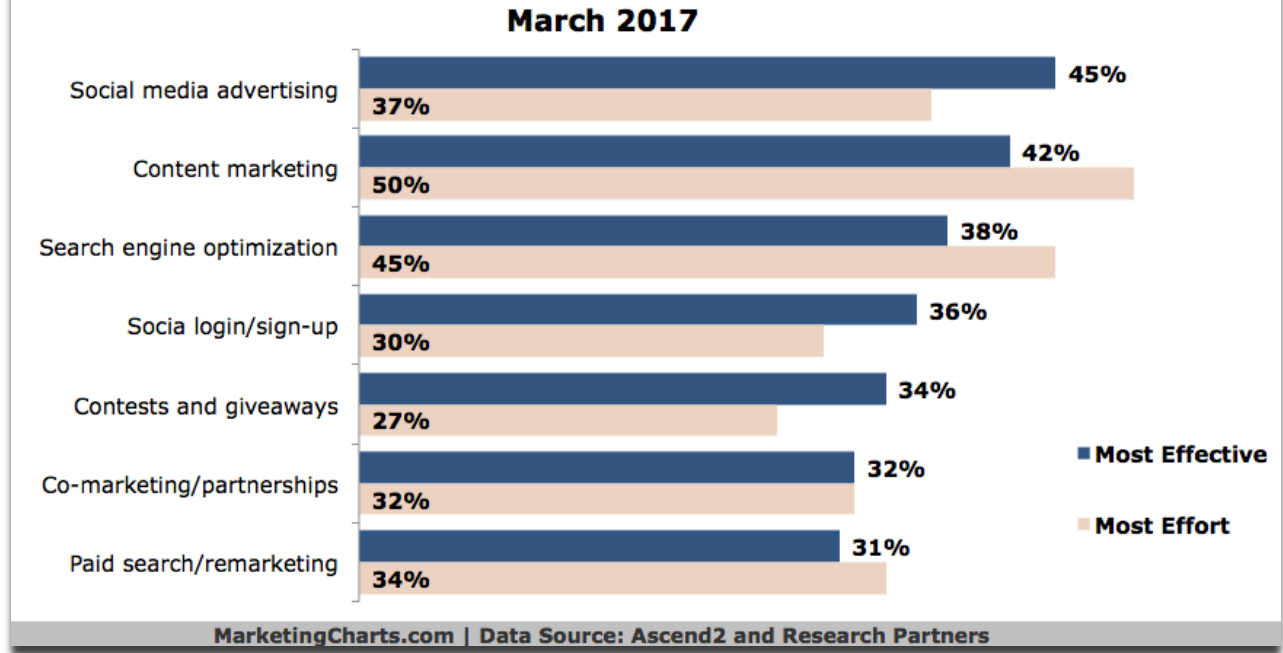
List Building Strategies

Many tactics are used to grow email lists. Test and see what works best for you. But, use a multi-channel effort to maximize efforts.

- Social Media advertising tops the list of most effective tactics.
- Content marketing is next, presumably from form conversions; however, content marketing takes the most effort.
- Marketers are also finding some success in growing their lists through SEO, followed by contests / giveaways and co-marketing.

Tip: Multi-channel approach is key. Allows us to communicate with consumers via their preferred channels. In fact, 72% of consumers say they would rather connect with brands and businesses through multi-channel.

Email List Growth Tactics: Effectiveness vs. Effort



List Building via Social

Focus your social efforts where your target audience is active and engaged.

- Depending on your business, one social media outlet may work better than others. All offer a unique way of connecting with customers.
- Trying focusing your efforts on one or two social networks to start.
- Use social campaigns to drive subscribers and prospects to opt-in landing pages AND to share offers that require emails.

Tip - Limited Resources to Hire a Social Team: Outsource or ask employees to share content (e.g. blog post, eBook, etc.), offers, and other information. This drives brand awareness and brings people back to subscribe.



Evaluate your customer segmentation, message personalization and team alignment today. https://lnkd.in/d_szPbD



Omni-Channel Marketing Assessment
iterable.com

13 Likes

Like Comment Share



Digital Marketer's 101 Best Email Subject Lines (& our 10 worst): bit.ly/1xTJCFF



The new Full Spectrum Power newsletter is out now.
<http://conta.cc/2kCv4Eo>
To sign up for our newsletter and automatically get updates on new products and special offers just click here: <https://goo.gl/xup4pB>



Danny Eslick Dominates Homestead

MYEMAIL.CONSTANTCONTACT.COM

114 4 37



Grow Lists By Offering Content

Offering content (for download) is a great way to build a subscriber list.

- Many content comes in many forms – eBooks, whitepapers, infographics, fact sheets, guides, etc.
- Topics may include industry information, how-to's or tips, etc.

TIP 1: Need content to promote? Partner with a content provider or recycle what you do have.

TIP 2: Using content marketing for customer acquisition efforts is a best practice – demonstrates brand awareness and credibility, and fosters relationships with your target audience. A prerequisite before some considers purchasing.

HubSpot Call us: 1-888-HUBSPOT (888-482-7768)

Free Guide: The Anatomy of a Five-Star Email
The Ultimate Guide to Optimizing Your Marketing Emails

58% of marketers are focusing more on their marketing campaigns compared to last year. How do you make sure this focus pays off?

You need to make sure you are maximizing conversions and clickthrough rates with every email you send.

To help you make every email effective, we've put together a deep dive into the **12 components of a five-star email**. In it, you'll find a **one-page printout** that you can reference when you craft your emails.

Grab your free guide + printout and start optimizing those emails!

Download Your Free Guide:

First Name *
Last Name *
Email (privacy policy) *
Website URL *
How can we help you?
Download Now

Join over 14,000 others
by reading Marcus' FREE eBook and learn how to make content the best sales tool in the world.

There's no time to wait: Build your brand and business!
Get the 230-page eBook Inbound and Content Marketing Made Easy

Your name
Your email
Get it Now!

Enter your email address here



List Building via Offline & Events

But don't forget about offline tactics and event marketing.

- Ask at brick-and-mortar checkout or on the phone.
- Promote sign-up via business cards and direct (postal) mail.
- Collect email addresses at offline events, trade shows and networking functions.
- When participating in an event, if shared, leverage email and member / registrant emails as part of the enrollment process.

BUSINESS NAME

Sign Up For Email Updates

Sign up to receive news, special offers, and more!
Your information will be kept confidential and never shared.

EMAIL FIRST NAME LAST NAME

1 2 3 4

Begin Registration Personal Information Agenda Confirmation

Email Address *

IMPORTANT: A unique and valid Email address is required for each individual attendee.

Select a registrant type *

- ☐ **Email Innovations Summit Passes**
Register for a 1 or 2 Day Conference pass and/or the half-day workshop.
- ☐ **Combo Passes**
Register to attend EI Summit as well as one of the co-located events - [Digital Growth Unleashed](#) or [AM Days](#).

Continue ➔



List Building via Email List Rental

A forgotten tactic, email list rental is an effective list growth tactic if used strategically.

- Email list rental is the process by which marketers pay to rent prospect email addresses.
- Allows you to reach an extended (third party) opt-in audience while keeping your mail IP and domain reputation protected.
- Lists typically include geo, demo, and interest level attributes.
- Finding a credible email list rental partner is important; one that demonstrates email lists are CAN-SPAM compliant and strong list hygiene practices, offers strategic support, and doesn't sell their email addresses, etc.
- Always work with your email list rental partner to develop performance projections and set realistic expectations.

NEVER BUY EMAIL LISTS!!

Purchasing email addresses from third party is not a **best practice and never recommended**. Typically, the quality is not very good. Bad email addresses equals:

- poor performance
- risk of future delivery issues due to blacklisting, low email engagement, etc.

Remember, when you purchase, you are then assuming all the risk by sending the emails from your own IP addresses / domains. If blacklisting or other delivery issues occur, it not only impacts the purchased list / campaigns, but your own as well.



List Building via Email Appending

A great way to both grow your existing database when records don't have email address AND finding replacements for inactive ones.

- AKA e-append, it's a process by which email addresses or street addresses or names are matched and appended to incomplete CRM data provided.
- Standard match rates are approximately 15% - 25% for consumer records and 20% - 40% for business.
- For the best possible results from an e-append, select a customer file that is active / up-to-date and where there is a strong relationship history.

Tip: First step post e-append is to send a permission pass email. It's helps clean the list and allows those previously electing to not opt-in to do so.



List Appending: Non-Profit



- **Challenge/Goal:** Fill in the blanks of missing email records (approx. 36K) that had postal information, but were missing email addresses. The goal of was to build up their distribution list, as well as increase awareness of the opportunities to help their organization (either through volunteering or donating) to help those in need.
- **Strategy:** Use the postal information in the file provided to perform an e-append (matching of emails to postal addresses). Once complete, the list would be emailed to raise awareness and seek volunteers.

Results

- E-append produced 7,363 email matches (approx. 20% match)



List Appending: Grocery Store

Challenge / Goal: Store had a substantial database that they have been building for years. However, they didn't initially ask for email address and today don't do it consistently. And many of their current email addresses were viewed as old and inactive.

Their goal was to build a more robust, clean database for their weekly email offers, retail customers and generate more sales.

Strategy: A) Run their email addresses through hygiene and verification; B) Use e-append (via full postal data on file) to find deliverable emails for records missing them, and to replace those lost during the hygiene and verification process.

Email Hygiene / Cleansing Results

Of the nearly 200K emails run through hygiene / verification, 85% (170K) were validated as either clean and/or deliverable. The approx. 15% (30K) non-deliverable email were provided back to the grocery store for suppression.

E-Append Results

Of the 15%, we appended approx. **6K NEW clean**, deliverable email addresses.

Of 350,000 records provided that DID NOT include email addresses, we appended email addresses for a total of **77K (22.4%) NEW** records.



List Building Strategy Takeaways

- ✓ Maximizing list growth starts with a well-executed opt-in process.
- ✓ Offering something of value is the best way to entice someone to give you their email address and subscribe.
- ✓ Leverage your website to promote your subscriptions offers; consider all points of engagement. And don't forget to create dedicated landing pages.
- ✓ Social media advertising and content marketing are viewed as the most effective for growing email lists. But, they require effort.
- ✓ Email acquisition via event marketing and point of sale should remain top of mind.
- ✓ E-append and email list rental can be effective list growth tactics. Be sure to find and partner with a credible data provider.



Getting Started

1. Define your goals and look at the data. Then set priorities from here.
2. Evaluate resources. What you can't do internally, outsource to a vendor / digital partner to help.
3. Develop an action plan. Be sure to set milestones and get some “small” wins to justify your time and effort.
4. Test. Test. Test.
5. Analyze and optimize.

But do consider...

- Evaluating and optimizing your opt-in process. You may get some quick wins with email acquisition efforts in your current state, but also understand you may not reap the full rewards for your efforts if the process has a lot of obstacles.
- Addressing mobile first b/c this covers several areas – erosion, engagement, customer retention and sales more directly.
- Assessing the % of your email list that is inactive, formulate a cleansing plan.
- Identifying list growth tactics you want to test.
- Determining what work can be handled internally and what you may want to outsource.



Thank You



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