[eSalesData Whitepaper]

EMAIL/DATA APPENDING AND CUSTOM LIST BUILDING

Custom List Building / Opt- in Email List Building

Once you identify your Target audience - Then Build Opt-in Lists doing a couple of introductory campaigns to the target lists and weeding out unsubscribe / opt-out's from the target lists (typically under 2%-4%). At the end of the campaigns you will be provided the rest (over 96%+) Opt-in Business records that include Top **Executives** from most companies across the particular State along with complete contact details including Email address, phone, fax, mailing address, title, industry, SIC codes etc.

How Can You Reach Your Customers?

One key to responsible email marketing — and a key to success — is marketing to the right group of people. You must identify a target audience likely to respond to your communications and offers. Most companies focus on building, segmenting and maintaining their in-house e-mail lists of customers and prospects. Rented or purchased lists from reputable brokers is also an option.

Building and Maintaining Your In-House List

With time you need to renovate your in-house lists. Building up the quantity and quality and maintaining the integrity of your in-house email list requires discipline and commitment from marketing, sales, customer service, technical support and others in your organization. Yet the effort is worthwhile. A good in-house email list is a valuable asset and could give you a competitive advantage. Here are some things to keep in mind about in-house e-mail lists:

✓ Collect and verify email addresses from customers and prospects at every opportunity, on your Web site, at trade shows or seminars, on registration forms, while engaged on the phone, etc. This will help grow your permission-based list.

✓ Your Web site should offer many opportunities for visitors to register to receive your email newsletter or other news updates and offers via e-mail. Depending on the breadth and depth of products and services you offer, you may want to segment your e-mail lists according to your recipient's stated preferences. For example, you can give users an opportunity to sign up for different types of newsletters, product announcements or product updates (See Figure). This practice will help you segment your audience and craft appropriate messages for each segment that will likely increase response rates.

✓ Sales, customer service and support people should verify e-mail addresses when talking to customers and prospects on the phone. This help keeps your list up-to-date and accurate, increasing your delivery percentage.

SUBSCRIBE NOW !

Email / Data Appending
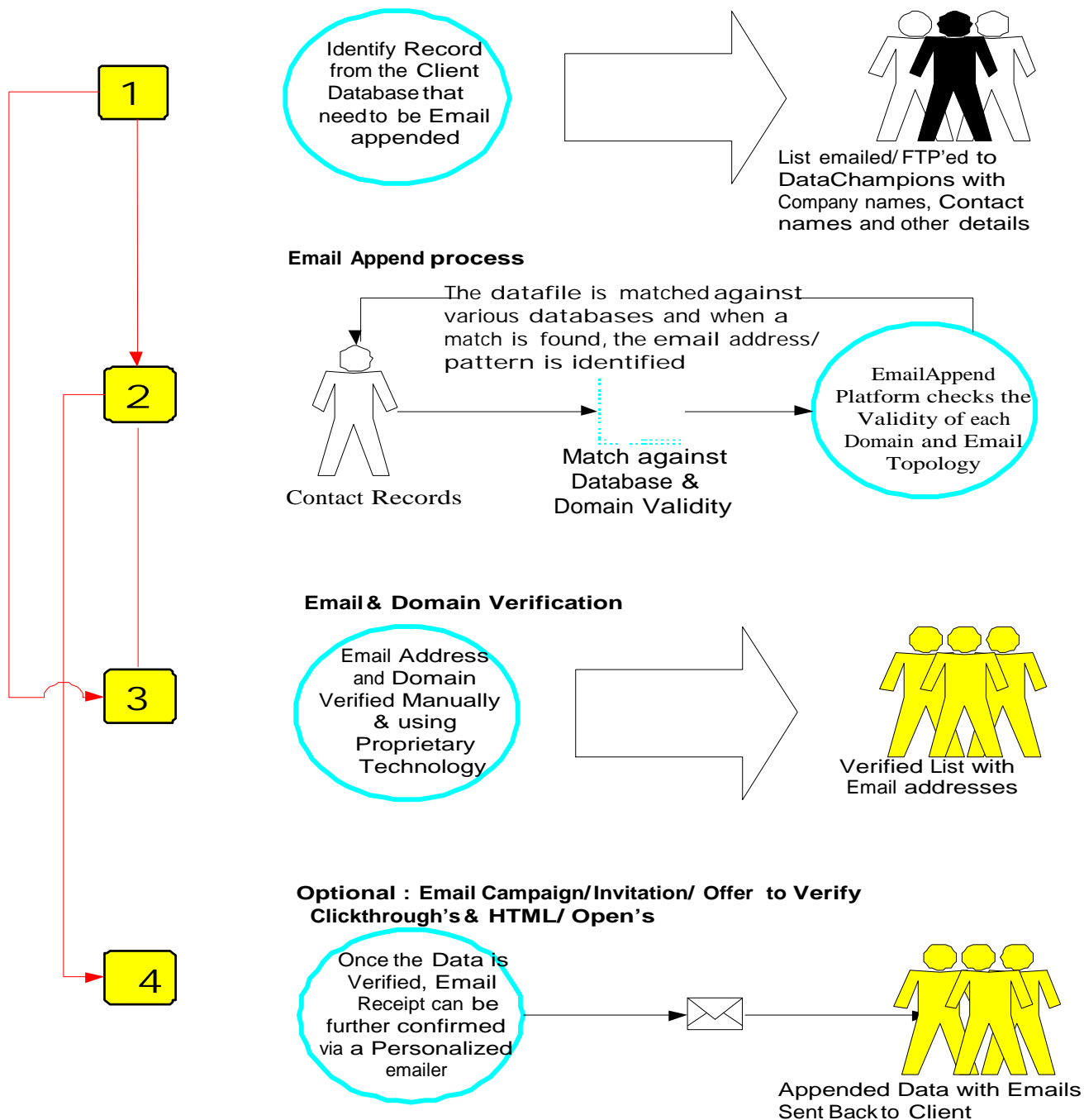
You've invested considerable time and money implementing your website and online communication. You need to migrate more of your customer relationships online in order to maximize that investment. Email is still the most effective way to drive website traffic. Simply put, you need your customer's e-mail addresses –Try our Email append plus service and experience 50% to 95% append rates.

Identifying Records for Email Append from the Existing Client Database

1

Identify Record from the Client Database that need to be Email appended

List emailed/ FTP'ed to DataChampions with Company names, Contact names and other details

Email Append process

The datafile is matched against various databases and when a match is found, the email address/ pattern is identified

2

Contact Records

Match against Database & Domain Validity

EmailAppend Platform checks the Validity of each Domain and Email Topology

Email & Domain Verification

3

Email Address and Domain Verified Manually & using Proprietary Technology

Verified List with Email addresses

Optional : Email Campaign/Invitation/ Offer to Verify Clickthrough's & HTML/ Open's

4

Once the Data is Verified, Email Receipt can be further confirmed via a Personalized emailer

Appended Data with Emails Sent Back to Client

About eSalesData

eSalesData is a Full Service marketing company that empowers corporations with leading edge Marketing solutions. We take a consultative approach when recommending a product or solution to our client. eSalesData works with wide array of small to mid-sized business. Our client includes numerous Software and Technology firms along with clients across multiple verticals. We invite you to learn more about these services, as well as eSalesData complete range of capabilities, by visiting our Website at *www.esalesdata.com* or you can contact through phone at 1-877-728-9624.