

B2B Email Appending

With the challenges companies are facing in the current economic climate, email appending – adding email to your existing customer or prospect database – is a smart, cost-effective way to turbo charge your marketing efforts.

Helping you leverage your internal database



What is Email Appending?

Email Appending is the process of adding email to an existing marketing list of prospects or customers. Typically, it is done by matching a master database that includes email addresses to the customer file or by a technology where algorithms are used to match contact record domains (websites) and build, verify and append fresh email addresses.

What are the Benefits of Email Appending?

Email Appending enables you to rapidly and cost-effectively launch or improve your email marketing programs by expanding your reach, lowering your cost per contact, and increasing the profitability of your marketing efforts.

Utilizing eMail Append services to add email addresses to your existing customer files can help improve your marketing and communication efforts greatly. There are a number of good reasons to market to your customer base via eMail marketing.

- You can establish online relationships with your customers and prospects, resulting in a higher return on your marketing investments.
- It can dramatically increase traffic to your web site.
- It is an extremely cost-effective form of marketing and communication, costing significantly less than direct mail or telemarketing.
- eMail marketing can yield substantially higher response rates than traditional mail or telemarketing efforts.

Not only does Online Marketing yield a higher response rate, but the results can be seen almost immediately –thus achieving faster time-to-market.

The Email Append Process:

How Does it Work?

We've broken the process down into four steps for your review:

Step 1 - Format and Upload

The client puts their data in a required file format (usually in comma delimited format, MS-Excel or CSV) to prepare for the appending process. The data to be appended is uploaded via FTP or sent via email to Append provider's secure mail server where it is picked up for processing by an Email Append Technician.

Step 2 - Match and Enhance or Technology Solution

Once the client's data is completely uploaded and properly formatted, one of two processes is performed depending on the vendor used:

Technology Solution - Corporate Domain Topology Matching

The file is run through an algorithm that searches and matches to company Domain Databases and builds correct Email Topology Patterns. When a match is verified via a Proprietary Email Append Software Control Process, the email address is added to the client's file.

or...

Match to an Existing Master Database

The file is run against a large master database of records that have already been matched to email addresses. When a name and address record from the client's file is successfully matched against the master database, the append firm adds the email address to the client's file.

Step 3 - Opt-out Message (optional)

This step can be performed either by the client or by Append provider. In this step, a standard message is sent to the newly appended emails indicating that the append client wishes to communicate with them via email. This email gives the recipient the opportunity to opt-out if they choose.

Step 4 - Download Appended File

Upon successful completion of the append process the appended file is ready to be downloaded by the client. Append providers can also send the appended data to the client in CD or Tape format. The client now has a large marketing asset and is ready to begin saving money and time with email marketing.

Please Note: Based on the provider you select these steps might vary slightly and as indicated the opt-out step is optional. Many clients prefer to send the opt-out message themselves once they have acquired the appended database.

The Email Append Process:

How Does it Work?, continued...

How long does your append process take?

A reasonable time range for a successful append should be between 2-3 business weeks after all information is received if the process involves automated and manual verification. Extended Email Appending involving Domain Pattern and Email Topology matching as well as Delivery Testing could take a bit longer depending on the size of your database.

What type of match rates should you experience?

This is an important question. It depends on the quality and hygiene of your file, the size of the companies in your database and the vendor you use. Typically, you will see somewhere between a 20% - 65% yield for most appends.

Companies that maintain Domain Pattern Databases and Email Topologies will have better success with Business Databases. A company that relies heavily on Hotmail and Yahoo email accounts might provide a high match rate, however if the emails are junk addresses that the individuals never check -- your efforts will not be successful. Business Email appends will greatly enhance the value of your database.

What is the typical policy for bounce backs?

A good email vendor will offer a discount on any bounce backs you receive when you email your appended addresses. This guarantee will usually have time limitation of 15 to 30 days on it since a portion will change or cancel email accounts over time. Find out how often the append company updates their information and how they do it. There is no perfect answer to this question, but the answer should indicate to you a bit about the process for maintaining their data.

How much should I pay?

B2B email append pricing is typically quoted with a set-up fee upfront and then a pay-per-email delivered model. You should expect to pay between \$0.35 and \$0.75 per email. Most vendors in the B2B market quote price-per-email based on the following:

a) Size & quality of the input file (volume of likely email addresses returned). Larger data quantities receive better pricing per successful append. For the best rates, it's recommended that you append your entire database at one time versus appending it in several small batches to attain the best quantity discount.

b) Opt-out Message. The process of "Opting-in" the subscribers requires that the append company send an email on your behalf. We recommend that you send this opt-in message yourself. Since they are your customers the opt-out message will receive fewer opt-outs than if it is sent by a third party. If the append vendor handles this element the number of opt-outs are generally higher and the added fee for this service can increase costs.

c) Vendor Quality and Reputation. Vendors come in all shapes and sizes. Make sure you are dealing with a reputable company who actually does the work – doesn't farm it out to offshore vendors.

FAQs:

How do I select the right partner?

Searching for the right email append provider can be a bit intimidating. There are so many companies and they can often sound like they're speaking a different language. How do you know which services are worthy of your business and which would be a waste of time and endanger your data? There are 4 basic elements to select the right email append provider:

1. What process do you use to perform the Append?

Your best bet is to work with an append vendor that utilizes the best in technology to freshly append emails using domain and topography algorithms. If you work with a vendor that matches records to an existing database, make sure you ask from where the data originated and if they are a reputable source from the United States. There are many offshore providers that are less than scrupulous.

2. What are your estimated Append rates?

Remember, append rates are dependent on your data quality, size of the companies you are looking to append and how reputable your append provider's services are. Many vendors will quote very high append rates and then deliver poor quality email and non business email addresses.

3. What is your hard bounce refund policy?

A reputable vendor will guarantee email addresses for at least 30 days after delivery. Look for someone who will refund your money on all emails that hard bounce within that period of time. If they will not, don't do business with them.

4. What are your guaranteed delivery rates?

Remember to ask about what type of delivery rates you can expect on the delivered, verified emails. You will still experience soft bounces, hard bounces and other issues that are due to the World Wide Web and server traffic/outages, ect. The best vendors quote 88% deliverability plus.

5. Where does your email append data come from?

This is a very important question. You want to focus your attention on companies that utilize ethical data collection practices. This includes warranty registrations, corporate owned web sites, opt-in consumer sites, customer survey participation, Online Yellow pages and Large Data sources.

6. Do you own the data you are appending against?

Append brokers can provide a useful service by helping you to negotiate a better rate and seeing that your interests are looked after. However, if your project is particularly sensitive you'll want to consider working directly with the append provider to avoid having your data shipped all over the web and possibly breaching your security. Many companies utilize external databases and can provide an effective service, just make sure you ask and get the details. A vendor who has a large Database source and Domain Pattern listing will have far better success rate.



Who is ListK?

The leader in B2B eMail Appending.

ListK is a leading technology company focused on building the best B2B email data enhancement (appending), email marketing and associated software applications to help our customers leverage the email channel. With over 8 years of experience, we have built proprietary solutions that have helped some of the largest data companies and end-users harness the power of the email channel. Visit www.ListK.com for more information.

We are a portfolio company of CEO Ventures, Atlanta's premier incubator for technology and database driven solutions. Our deep and talented R&D organization and capital base make us a formidable force in our space. Visit www.CEOVentures.com for more information.

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