



GROW YOUR LIST THROUGH EMAIL APPENDING

In the present times, where the business landscape changes with the bat of an eyelid, acquiring and maintaining a performing marketing channel is a challenge for any business organization. Companies are seeking new and innovative ways to reach their elusive customers.

In the context of email marketing even an error-free list will not remain so for long, without updating. And the cost of inaccurate information due to flawed data results in higher marketing cost and lowers credibility with customers.

To improve performance of your email marketing, it is necessary to augment your data either through in-house initiatives or through third party resources. Due to time restraint and resource crunch, more firms seek to append data through external vendors.



This whitepaper tells you about:

- How appending process can accelerate you marketing initiatives
- How the process brings reliable information and eliminate marketing costs
- How different modes of appending can bring in new modes of communication to help in customer management



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What is Appending Process?

Appending is the process of matching the database of customer information that contains erroneous addresses or lacks them with a third party's database of email addresses to restore the former with error-free information. An instance of email appending could be like the following: A business organization has a customer database of postal address and telephone data. But the organization wants to switch to email marketing and therefore subscribes to the services of a list vendor that has a database of e-mail addresses.

Email appending is increasingly empowering corporations to build a more robust database with additional records. The reliable information acquired through appending is used to capitalize on customer acquisition and retention. It has gaining growing prominence as it quickly dispenses quality records for chartering in-house marketing initiatives.

Why Most Organizations Prefer to Avail Append Solution?

Enhancing customer information and maintaining it year round is no cakewalk. Timely use of quality data is crucial to the development of new sales territories, well before your competitor takes over. It is for this reason companies resort to the immediate data enhancements from data appending providers.

Following are the few reasons behind the businesses outsourcing their data updating and enrichment process:

- ❖ The organization obtains best advise on the database usage and best practices from experts
- ❖ Append Solutions supplements the in-house expertise for database building and maintenance
- ❖ Append Solutions enhances the new data channels swiftly
- ❖ The organization acquires the best and current know-how from the market
- ❖ The organization can allocate the current staff and hardware expenses to other profit centers
- ❖ The organization's busy IT department is relieved the task of in-house data maintenance
- ❖ The organization doesn't require prior experience in database marketing
- ❖ The organization is able to bring costs and timing under control



Top 10 Reasons for You to Choose Data Appending

Revive the Old Customers

Acquiring a new customer is six times more expensive than maintaining an existing customer. It is better to revive your customers, with whom you have lost touch, and re-connect with them. Appending helps you to get the latest customer contact details including name, title, phone, fax no, email ID, mailing address, state zip, and more. By communicating with your lost customers, you can bring in new business through repeat purchases and renewed engagements with them.

Open New Channels of Marketing

Appending helps you to touch base with your customers at several points through multi-channel marketing. With a mix of different marketing channels, like, email, direct mail and telemarketing activities you are able to enhance the process of lead generation. This multi-thronged strategy can augment the customer generation and retention rates.

Increase Response Rates

A database of current addresses will reduce wastage on account of undeliverable mails. This will boost response rates and help in saving on postage and printing costs. Profiling your in-house file with richer customer will guide prospecting efforts and bring down customer acquisition and marketing costs.

Facilitate Data Cleansing

Apart from appending missing information in your database you can also rectify your erroneous data that are caused by, typos, obsolete geographical names, miss-spelt localities, names, emails ids', postal address, and zip codes. Through appending process your database is weeded out of inconsistencies and gets a homogenous get up.

Save Hassle, Cost, Time, and Resource

Appending process spares you manual hauling of your database for missing information.



Through appending you can instantly access million of records depending on your specific requirement. This saves you time and employment cost of engaging resources to handle the job.

Gain Competitive Edge

It will help you deliver the right content to the right prospects at the right time, through the right channel, which will move you a step ahead of your competitors.

Faster Turn-Around

The host of services that are provided by appending vendors are email appending, phone appending, fax appending, address appending, etc. The time consumed to deliver these value additions is very less compared to the in-house initiatives. Such quick retrieval of new data can help you to start 360-degree marketing campaign right away.

Enhance Data Integrity

Data validation from appending service will help in the culmination of a comprehensive database. It will give you other demographic details of your prospects-such as age, sex, income, credit score, etc. This will help you in understanding your market and craft highly targeted marketing strategies.

Get Verified Contact Details

Records appended are the ones that are verified and checked for deliverability. The opt-in records added to your record list help in guaranteed delivery and ensure accuracy in your marketing campaign

Affordable Solution

Cost of appending is far less compared with the task of maintaining in-house resources. Database containing millions of records are appended with ease in a very less dollar overhead cost and in turn generates greater ROI.



Types of Appending Solutions

B2B Appending Solutions

Business Postal Address Append

Business address append updates your database with the latest postal address and zip codes. Through this data enhancement, your marketing mailers will reach the correct business location. It:

- Validates and corrects addresses for quick delivery and accuracy
- Appends Zip+4 and delivery point codes

Business Email Append

Annexing business email address of your customers enables you to swiftly reach them at a low-cost. It:

- Accelerates more traffic to your Website
- Increases conversion rate through quick e-campaigns
- Initiate faster and effective promotions of your products or services
- Generate more revenue from the existing database

Business List Append

This will help you to append valuable information and gain insight into the geographical data to harness wider response. Matching your database with the master file will yield valuable data to your records, like SIC code, title, name, etc. Appended information to your database can better your personalization and help to bring in more response from your B-2-B prospects.

Business Phone and Fax Append

This will enable your telemarketers to reach out to your customers with whom you had lost ties by way of changed telephone number. Contacting your old customers with wrong phone numbers cause unproductive telemarketing efforts and result in the wastage of time and money

To achieve best results, phone append is made by matching your in-house database with the master file. This automated matching process delivers 10-digit company phone number and betters customer/supplier experience.



B2C Appending Solutions

Consumer Address Append

Before you start your mailing campaigns and allocate marketing dollars, it is imperative to validate the integrity of your customers address. Appending your customer's postal file with the larger database to acquire the right region, zip code helps to deliver substantial return on your investment

Consumer Email Append

Appending email address to your consumer marketing file leverages you to take a jump-start with a low-cost and fast reaching medium. The opt-in email addresses can bring your promotions to your customer's in-box with the right offer at the right time. Marketing through email helps you to engage in a value based marketing to provide with the right solutions and products. The advantages are

- Instant response to your campaigns
- Reach your customers faster and on a global scale
- Reduce marketing cost though bulk email marketing

Consumer Data Appending Enhancements

Equally important is to enhance your customer database by filling with the current information that can help to connect with your target prospects. Appending other variables to your files helps to unlock the lost customer relation by gaining new ways to reach your customers.

Appending Demographics

Appending demographics to your customer data file gives an apparent depiction of your customers. The increased information can help you to increase the effectiveness of your direct marketing efforts. New information mapped on to your database will give a clear picture of what your customers are looking for and where their interest lies and you can use a personalized campaign to reach them.

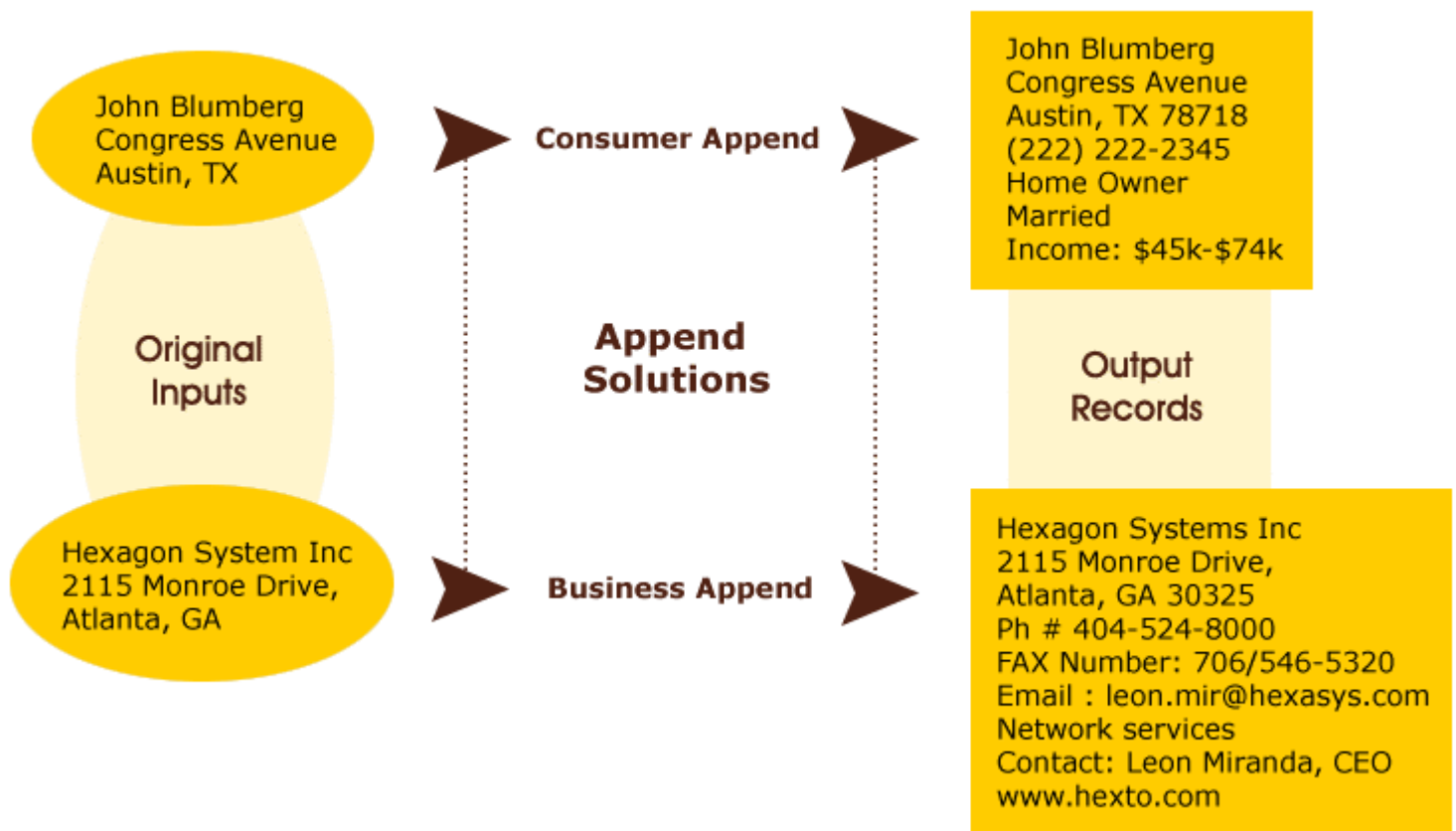


Residential Phone Append

Tele marketing is a valued marketing division and appending helps you to acquire the latest residential telephone numbers. Based on your provided names and addresses, the consumer records are matched and appended for use by your telemarketing division.

Working with a clean data results in downstream of cost, monetary and time. The outcome is better feedback and experience for your customer.

Sample Format of Consumer and Business Data Appending





National Change Of Address (NCOA) Service Processing

As per the United States Postal Service (USPS), approximately more than 40 million Americans change residence each year. Also, it has been noted that more than 12% of businesses move out to a new region in a given year. NCOA processing helps you keep in touch with your customers who had filed address change with the NCOA and in immediate improvement of the delivery of your customer and business mailing process. NCOA process is recommended to keep your mailing list update with the current deliverable address of your customers. Once the match is found against the NCOA database and match is updated with the changes are made to your database.

The Important and Immediate Benefits of Clean And Updated Address

- Saves money on postage, printing with deliverable addresses
- Eliminates bad addresses from your database
- Reduces undeliverable mail by providing the most current address data
- Fastens the mail delivery process
- Maintains customer relationship with people who had moved out

The Steps in the Data Appending Process



Data Initialization

Client send the data either through email or ftp



Data analysis Authorization

Data is checked to ensure a uniform format is followed



Data automated matching

Matching the in-house records with large database to acquire the desired updates.



Data verification

To increase more match, manual verification is done to reconfirm



Data Append

Matched opt-in records are merged into the client's database



Data Delivery

Appended file along with the new records are returned to the client

Final notes

Appending is a proven technique to leverage more business from your existing database. New modes of engagement always assist to push your products and services to reach prospects and improve on your ROI. The central goal is to benefit your marketing to intensify in acquiring superior customer relationship and acquisition to augment the profitability drive of your enterprise.

About SalesListsOnline

SalesLists is a list provider offering professional and affordable marketing lists to businesses and consumers across the world. We are based in San Francisco, US. Our goal is to provide essential information resource to fuel effective communications with customers and prospects and boost your revenue. SalesListsonline specializes in business lists that is classified into professional lists, mega industries lists, state business lists, and international business lists. Our experience, knowledge and expertise in database acquisition helps us to deliver the best quality of information and save hours of work for sales and marketing professionals, business developers, HR professionals, industry analysts and research analysts.