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Using Customer Data to Achieve EMAIL MARKETING SUCCESS



As digital marketers well know, it's not easy to create and execute the perfect email. From building a clean email list to avoiding spam traps, there are a lot of hurdles to jump over to get your email to hit your customer's inbox. And that's just the start. Even if your message reaches the inbox, there are additional hurdles to obtaining an open, a click and, ultimately, a conversion.

Using Data to Overcome the Hurdles of Email Marketing

So how do you overcome all these hurdles and produce the most effective emails? Two words: **customer data.**



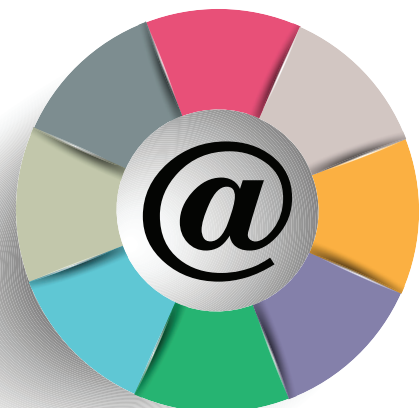
If you are a B2C company and are not yet using customer data, you are missing out on what your competitors are capitalizing on. Our clients that personalize emails with data see click-through rates 43% greater than those that don't."

- Erik Severinghaus, CEO, SimpleRelevance

The more you know about your subscribers, the better you can create relevant, engaging, deliverable marketing messages. Customer data helps email marketers understand the individual behind the email address. With this insight, you can unlock a more accurate demographic and lifestyle profile of your subscribers and more easily send the **right message to the right people at the right time.**

Using customer data, marketers can:

- Build targeted audience segments
- Create relevant and engaging personalized content
- Re-engage inactive subscribers
- Manage multi-channel, multi-device communications





Email marketing...is one of the most effective means of communicating your brand identity and generating sales. Customers who sign up to an email list are specifically granting you permission to communicate with them. Earning the right to stay in their inboxes requires delivering consistent value, both in the content and offers delivered.

- Michael Beaulieu, Group Manager for Digital Media, Wayfair

Emailing your subscribers is a privilege, and sending them impersonal blast emails can get that privilege revoked. Many companies leave themselves little choice but to send blasts because they only collect subscribers' email addresses during sign-up to maximize their opt-in rate. But an email address alone tells you nothing about the person who owns the address. As a result, marketers' first emails are often generic—a huge missed opportunity at a good first impression. **Solve this problem by using Email Intelligence to get the data you need to wow subscribers.**

Getting the Data You Need with Email Intelligence

Email Intelligence is all about using your email list in the smartest, most effective way possible. Here's how.

1

Email Intelligence instantly provides a full profile of the individuals behind your email addresses. It gives you data about your subscribers, including name, demographics, interest and purchase behavior. With this data, you can create targeted email marketing messages that drive increased customer engagement, higher response and conversion rates and better ROI.

Online event database Eventful used customer data to segment and personalize its weekly newsletters. The result? A 400% lift in the reactivation of inactive subscribers.

Customer data helps marketers tailor their content, special offers, calls-to-action and their subject lines to relevant segments of their audience. For example, online events and venues database Eventful saw a 26% boost in open rates and 97% boost in click-through rates just by using purchase/interest data to personalize emails to current subscribers. The same personalization campaign saw reactivation of inactive subscribers soar by 400%.¹



2

Email Intelligence shows if an email address is deliverable, legitimate and active. TowerData's five-point Email Activity Score allows you to safely screen out potential spam traps and identify which email addresses are safe to mail. It also distinguishes between abandoned email addresses and those that are actively used but not engaging with your content. Try a reactivation or winback campaign with active but unengaged addresses.

3

Email Intelligence provides alternate points of contact for your subscribers. TowerData can provide postal addresses, social media profiles and alternate email addresses for your subscribers, enabling you to:

- Increase conversion rates by combining direct mail with email
- Enhance engagement and customer insights with subscribers' social media profiles
- Reengage subscribers using their preferred email address

Case Study: Bringing Your Email Campaigns Up to Speed with Customer Data

As the second-largest performing arts center in the country, the Denver Center for the Performing Arts (DCPA) had 550,000 email subscribers but knew very little about them. As a result, the DCPA communicated with its customer base exclusively through one-size-fits-all blast emails.

To better engage its customers with relevant marketing, the DCPA turned to Email Intelligence.² It first cleaned out 30% of its email list that turned out to be duplicates. Then, using a data append service, the organization created unique customer lifestyle segments based on the demographic and purchase data it had received. With this data (particularly home length of residence) as context, the DCPA was able to target its 40,000 most viable lapsed subscribers with a three-part Welcome Back campaign. By the end of the year, the DCPA experienced some remarkable results:

- 738% ROI from email alone
- 210% increase in clickthrough rates
- 95% decrease in opt-outs
- 90% decrease in spam complaints

At a time when inboxes are growing more and more crowded and blast emails just aren't cutting it, the DCPA used the insight it gained from customer data to achieve extremely effective and essential customer relevance.



“That idea of relevance, it isn’t just a buzzword. It’s a minimum requirement if you want people to communicate with you.”

- Jennifer Neelson, CMO, The Denver Center for the Performing Arts

¹<http://www.marketingsherpa.com/article/case-study/newsletter-reactivation-lift-personalization>

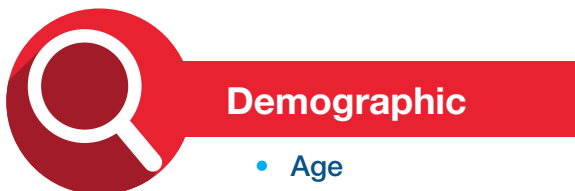
²<http://www.marketingsherpa.com/article/case-study/reactivation-campaign-email-marketing-roi>

Accelerate Data Collection with TowerData Email Intelligence

Too many email marketers fall into the trap of continually growing their email database and then merely tweaking subject lines or offers to get people to respond. This bare-minimum approach is simply ineffective, not only because you're sending the same messages to your entire diverse database but also because you're more likely to fall on one of the many hurdles of email marketing.

Instead, marketers should focus their efforts on **increasing the relevance of their communications by customizing them to the unique attributes of their subscribers**. This requires learning more about the people behind the email addresses—and doing so in a way that does not inconvenience those people.

With the right tools, there's quite a lot of useful information that can be obtained from a single email address. **TowerData's Email Intelligence services enhance your email database by providing in-depth information about your subscribers and allowing you to engage in smarter, more effective email marketing.** Using our services, you can securely upload your email lists to quickly receive comprehensive data about your subscribers such as:



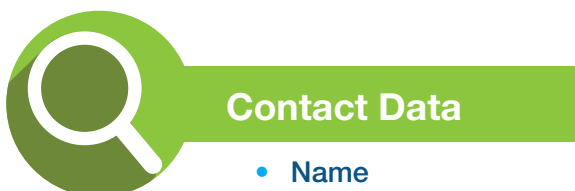
Demographic

- Age
- Gender
- Income
- Marital status
- Presence of children
- Home owner status
- Home market value
- Length of residence
- Occupation
- Education



Purchase/Interest

- Automotive
- Beauty
- Health
- Charitable donor
- Home & garden
- High-end brand buyer
- Technology
- Travel
- Arts & crafts
- And much more



Contact Data

- Name
- Postal address
- Alternate email address
- Social media profile



Email Status

- Email validation
- Email activity score

To see how TowerData can enhance your list and enable you to send more personalized, targeted mailings for better results, [take advantage of our free trial!](#)



About TowerData

TowerData works with marketers, database analysts and IT professionals to improve their contact databases by validating email addresses for better deliverability, providing email intelligence to improve personalization, and adding email addresses to extend their marketing reach. Combining the industry-leading email database with a dedication to exceptional client focus and the highest accuracy, we have been the go-to email data resource since 2001.