

EMAIL VALIDATION AND DATA ENRICHMENT

by B2B CONTACT LISTS



B2B Contact Lists

WHAT IS AN EMAIL LIST VALIDATION?

Email list validation is a method that requires to be done right after you have accumulated a file of email addresses.

This is a method in making sure that an email address is wholly valid, operates by an authentic person, and deliverable.

You will be able to reach more leads, customers, and later on, generated sales if you delete these negative engagements.

If you have a bulk list of emails, it is vital to verify to:



Conserve money and time that could oppositely be wasted sending email blasts to unregistered users.

Raise email ROI.

Decrease the plausibility of negative engagement.



Diminish Email Bounce rate.

Eliminate any inactive or outdated email addresses.

Decrease the bounce rate and intensify sender score to boost-up your email marketing campaign.

WHY EMAIL VALIDATION MATTERS?

The email address validation will benefit you prepare and refine your contact list, thus maximizing the performance of your email marketing campaign. Email validation will also encourage you to shield your email sender score.

A new study carried by ReturnPath records that in 83% of cases, low email sender reputation is liable for emails not approaching their designated recipient.

If you require to preserve your email score, you have to periodically review your database to assure that all the addresses in it are still in great use.



ALWAYS REMEMBER!

”

If you're an email list broker, customer care representative, lead generation expert, or email marketer you should surely have a look at your contact list to overcome bounce rate and workload during your subsequent campaign.



B2B Contact Lists

WHAT IS EMAIL DATA ENRICHMENT?



Data enrichment is a collection of systems meant to develop a list of contacts. It controls cultivating the data and enables it to be accessed rapidly, thus enhancing the data value. It aids complete the characteristics by getting and attaching lacking data into the database.

Data enrichment methods can help achieve extensive insight into the customer's demands. Particularly, it detects and adds missing attributes of the present contact list. For instance, if the data is missing the client's last name or email, then data enrichment can trace these missing attributes.

WHY CUSTOMER DATA ENRICHMENT MATTERS?

For the CEO, chief marketing manager, product manager, or VP of sales, identity resolution link your customer data, such as an email or telephone number, to social profiles and additional data.

First, you can validate email addresses using links from key pointers (for instance, name, email, or twitter handle) and match the emails to social profile links to identify duplicate identity records that belong to the corresponding person over multiple data sets. This guides to more important quality data for your campaigns.

Next, you get a more comprehensive picture of any prospect record, which covers a broad array of demographic, affinity, and company data such as the interests and ventures of your target audience.



Next, you get a more comprehensive picture of any prospect record, which covers a broad array of demographic, affinity, and company data such as the interests and ventures of your target audience.



With a more transparent data picture, you can properly score, qualify, and move leads through the funnel by thoroughly knowing the character of every single customer in your customer database.

In summary, data enrichment and identity resolution give you:

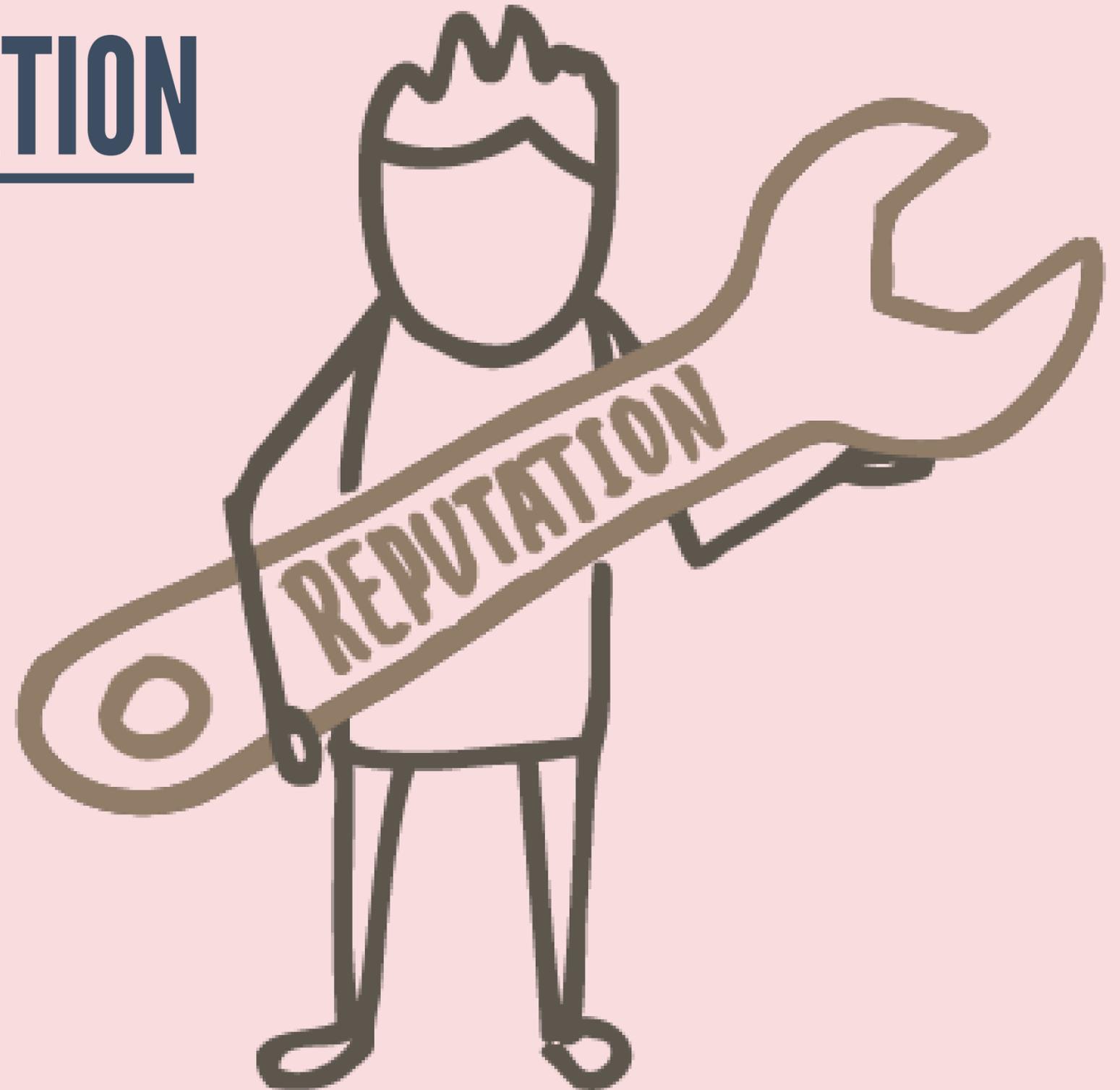
- A verified email address.
- A complete profile.
- An accurate, up-to-date database.
- Actionable customer intelligence.

BETTER SENDER REPUTATION

A sender reputation is a score allocated by Internet Service Providers (ISPs) and Email Service providers (ESPs).

If your sender reputation score is great, your emails are more possible to be delivered to their corresponding receivers.

On the other hand, if your sender reputation score is weak, your emails may be signalled as spam or declined.





These are some of the constituents that conclude your sender reputation score



The number of emails sent by the organisation.

How many beneficiaries seen, replied, forwarded, and removed the email?

How many receivers identify the emails as spam or complain to ISP?

The incorporation of multiple blacklists.

How frequently does the email hit a spam trick?

How many beneficiaries unsubscribed to the organisation's email list?

EVADING BLACKLISTS

A database described “email blacklist” filters domain names and IP addresses that are forwarding spam emails. The data is collected by email servers and blocks any emails sent by the same domains and IPs from approaching the corresponding recipients.

Connecting email list validation and data enrichment can assist in avoiding blacklists. Also, pay heed to the significance of complying with the norms in order to circumvent any consequences in the future. It is most beneficial to take note of the following:

An abrupt increase in the figure of emails you send from your domain or IP could be misconstrued as spam emails.

- High complaint rate. A complaint rate of 0.5% is deemed too high.
- Unsubstantiated email list ending in a spam trap.
- Spam trigger keywords and phrases.

BETTER DELIVERABILITY RATE

The application of both methods points to a better delivery rate. The deliverability rate assures that your email will be read by your leads.

If your emails are sent successfully to the corresponding recipients' inbox and not outside, then your deliverability passed.



CUSTOMER BEHAVIOR ANALYSIS AND MONITORING

Whenever you have an excellent quality email list, then the key performance indicators (KPIs) of consumer response are more accurate and enlightening. This makes the report more valuable. These KPIs or metrics determine your reliability as the sender.

Thus, email list validation and data enrichment joined is essential to obtain reliable and substantial customer data.

Open Rate. When your recipient opens and clicks any images or links in your email, then it can be included for open rate. Recognize a benchmark that is applicable to your appropriate industry to know if your email open rate is healthy.

Click-Through Rate (CTR). Alike to the open rate, the CTR is calculated when a recipient clicks on a link, call-to-action (CTA), or image. If you have a great CTR then your emails are appropriate for your recipients. Still, a great CTR depends according to your industry.



You can also increase your CTR with some of these points:

- Remember your email length. The average concentration span is eight seconds so be precise and succinct with your emails.
- Rate of sending emails. An unexpected rise in the number of emails sent could be misconstrued as spam.
- Cling to one CTA. Too many CTAs can induce uncertainty and perplexity to your recipients.

CONCLUSION

The mixture of email list validation and data enrichment is a great lead hunt artifice.

These methods are fundamental for every business who needs to enhance their email delivery rate, sender reputation and grow KPIs or metrics and ROI.

Validated data is everything when it boils down to marketing. Our data enrichment and validation services assist you to occupy in targeted marketing.



ABOUT US

Use B2B Contact Lists to get better and deeper insights. You and your sales team get to hear true voice of your target audience, much more effectively as compare to other traditional market research methodologies.

Whether you want to reach your customers through emails, calling or through direct mailing B2B Contact Lists has the solution. Get closure to your customers; understand their pain-points and positions products to address those points.

Our Marketing Solutions entail Database Marketing, Contact Discovery, IT & Sales Intelligence, Market Research, Lead Generation, and Email Marketing.



Allow our Clickworkers research and validate addresses so you can market your products and assistance to real people, not fallacious leads prompted by unreliable data.

CONTACT US

ALSO FOLLOW US ON



Call us today at: (646) 655 0607

Email us at: sales@b2bcontactlists.com