

B2B Marketing CHEAT SHEETS Email Appending



What It Is

- Email appending is the updation or addition of contact and email details such as first name, last name and address, through various sources.
- It is practice adopted to keep databases current and fresh.
- Helps communicating with your customers faster easier and in a cost-effective manner.

What it is not

- Email appending is not about buying lists
- An email appended list is not less superior to in-house lists
- Email appended lists do not already have opt-in and opt-out permissions

Email Appending Best Practices

Select Your Vendor Carefully – Conduct a background check and do some research on vendors from whom you plan to obtain an appended list. Consider their professional history, partners, industry expertise, experience, reputation and integrity.

Determine your Selection Criteria – Find out on what basis you wish to select a vendor. Basing your decision only low prices may not only give you poor email deliverability results, it may bring your website ranking as well.

Insist on Clean Lists – Ensure that your vendor provides data that is cleaned, verified, accurate and free from errors. Adding dirty data to your database is only drive quality down.

Check Before Integration - Do not directly integrate your appended list with your in-house database. Send an unobtrusive “welcome” message first to cross verify the recipients have opted-in and are willing to receive communication from you.

Send Opt-In or Opt-Out Campaigns – The first thing after obtaining an email appended list is to roll out, either an opt-in or opt-out campaign. This is to provide the recipient with an option to either approve receiving communication or opt-out from getting emails. An opt-in list although smaller has higher response and conversion rates, and you are less likely to be flagged as spam.

Dictionary

Above The Fold – Is the section of an email message that can be seen without scrolling down.

Blacklist – Is a list including IP addresses or domains of marketers developed by people receiving emails who consider them to be suspects of sending email spam.

EOCA – Is the service of tracking an Email Change of Address

Hard Bounce – Is when a message is undelivered because the email account is closed, inactive, invalid or nonexistent.

List Hygiene – Is the maintenance process of removing unsubscribed contacts and keeping lists clean to avoid hard bounces.

Soft Bounce – Is when a message is undelivered despite being sent to an active email address, but due to other reasons such as a full inbox or server issues.

Spamtrap - Are decoys that monitor, collect spam and block spammers from sending mails to recipients who do not wish to receive communication.

Unsubscribe Link – Is a link that provides an option for people to remove themselves from an email list.

Get Recipients to Opt-In to Increase Response and Engagement
Make Email Appending Ethical Not Mythical
 You don't need to append our accurate, verified and current databases



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