

# Must Know Facts About Mailing List Data Card



An email data card is an informative document containing:-



- ✓ Total counts
- ✓ Count by region
- ✓ Count by industry
- ✓ Count by department
- ✓ Count by revenue size
- ✓ The email address
- ✓ List name
- ✓ Demographics data
- ✓ Pricing
- ✓ Update schedule and many more...

You should analysis the data card based on your campaign objective:

- ✓ When was the data last verified?
- ✓ What are the sources of data?
- ✓ Are the contacts opt-in?
- ✓ Are the segments given on the data card relevant for your campaign?
- ✓ Is the data grouped by different email clients?
- ✓ If you campaign is send to different countries, then get counts based on each location.
- ✓ What fields are given for each record?



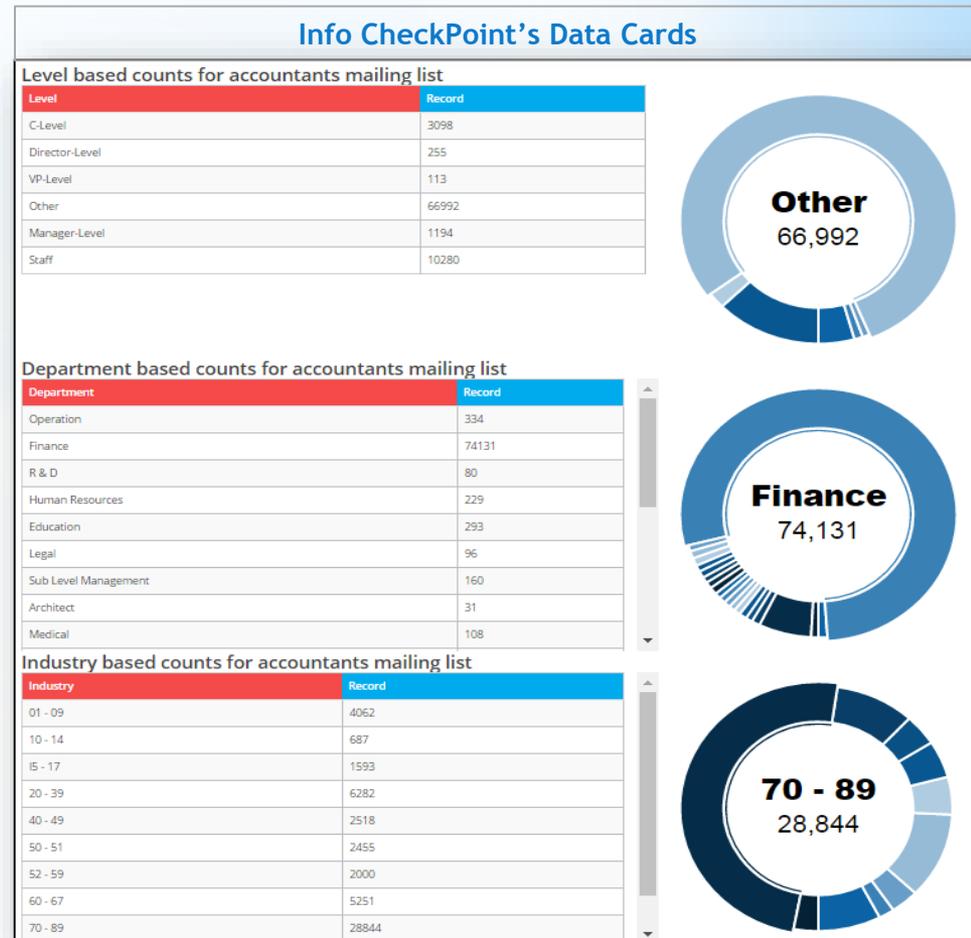
Data cards give you intelligence that you won't find in other media planning tools:



- ✓ Eliminates cold calls
- ✓ Drives warm leads
- ✓ Easy to select mailing lists from multiple data card vendors
- ✓ Summarizes the significant details about a specific mailing list
- ✓ Time saving
- ✓ Best suitable option for direct email marketing

At Info CheckPoint, our email data cards are comprehensive and contains verified and accurate email lists:

- ✓ Simple, Up-to-Date
- ✓ Quality mailing lists
- ✓ High delivering response rates
- ✓ Counts based on designation levels
- ✓ Count based on department
- ✓ Count based on region
- ✓ Count based on industry





Use Info CheckPoint's Comprehensive Email List Data Cards :

<http://www.infocheckpoint.com/datacards>

One-stop resource for all specialty direct mailing list:

<http://www.infocheckpoint.com/>