

TIPS ON USING YOUR B2C EMAIL APPEND RESULTS

FreshAddress, Inc. recently performed an email append on your database. The process involved cross-referencing your list of customer postal addresses with our databases of email addresses. The matched email addresses were sent a permission message to confirm deliverability and permission. Your results include (1) Appended Results – deliverable email addresses that are ready for your email campaigns, and (2) Unsubscribe Results - appended results that *do not want* an email relationship with your company.

Now What??

FreshAddress offers the following advice when integrating your appended results into your e-marketing database:

- **Scrutinize Your Results.**
Before you start using your appended results, take a moment to eyeball a sampling of the results to ensure the appended email makes sense when matched with the corresponding address. This is more for peace of mind than anything...
- **Honor Your Unsubscribes.**
Your results include a list of customers who do not want an email relationship with your company. These emails should be added to your global suppression file. It is a violation of CAN-SPAM if you send them emails.
- **Track Matchtype & Use Household Matches Carefully.**
Your results will include a MATCH TYPE field, populated with either an "H" to indicate a household level match or an "I" to indicate an individual level match. If you selected a household append, those append results flagged with an "H" signify the email addresses are a family member in the household, rather than the specific individual. In this case, you should not personalize emails with [firstname], gender, or anything else specific to the individual. In fact, you may want to use the phrase "or someone in your household" for all future messages to that email address.
- **Introduce, Don't Insert.**
Do not immediately insert your appended results into your next promotional mailing. They should first receive an introductory email from you, welcoming them to this new email relationship and explaining the value you are offering them through this new medium (e.g. advance notification of sales, special offers, etc.). Consider the effort you took to 'sell' your house file on the value of giving their email address to you... Put this same effort into your appended emails.
- **Respect Authentication Procedures.**
Be sure to not override your existing business authentication rules. Our append results should not allow customers expedited access to services that would normally require proof of identity. For example, if your customer usually needs to provide a username/password and sensitive account information in order to sign up for e-billing, you should not automatically add the email addresses we provide to their accounts. Instead, utilize your results to cost effectively communicate to your customers and recruit them to enroll in e-billing.
- **Have Realistic Expectations.**
For some clients, appended email addresses immediately perform better than a house list, as they are not yet fatigued by mailings. For other clients, it takes a few mailings for the appended results to perform as well as a house list.
- **Expect Some Bounces.**
Be sure to test your appended results within your contracted terms (typically 10 business days of receiving your file) in order to receive a credit for undeliverables. Don't be alarmed if you experience a few bounces -- with email attrition rates at ~ 30% per year, email addresses are changing all the time, even in your results.

- **Anticipate a Few Complaints.**

Your initial email message to your appended results may generate a small handful of complaints. This is not unusual, as you are messaging recipients at an email address they didn't directly provide to you. Prepare for this by alerting your customer service department in advance and putting extra effort into crafting your initial messages to the appended email addresses.

- **Allow Future Unsubscribes.**

It should always be easy for someone to get off your email list. Make sure every email you send your customers has an opportunity to unsubscribe. Not only is it CAN-SPAM compliant, but it also makes for happy customers.

- **Re-Match.**

Maximize your results by re-matching unmatched records on a quarterly basis. As you continue to build your list, FreshAddress also continues to build its email database. Put the two together a few times a year, and you have a winning combination!