

Case Study:



LifeScript's Prescription for a Healthy Database Starts with Keeping It Clean!

THE CHALLENGE

As a women's health portal, LifeScript aims to help its subscribers achieve longer, fuller and more successful lives while helping women be their best at work, home and play. Consumers must provide their email addresses in order to receive any of six newsletters on a variety of health related topics. Despite its valuable content offerings, however, LifeScript still found a significant percentage of users were inputting typos, invalid or bogus email addresses, thereby limiting its ability to refer or communicate further with these would-be readers. Furthermore, the suspect and problematic email address registrations were impacting LifeScript's overall email deliverability and reputation.

THE SOLUTION

In order to keep faulty email addresses out of its marketing database while correcting inadvertent entry errors, LifeScript decided to utilize FreshAddress's email hygiene and correction services. This technology not only blocks fraudulent email address registrations but also provides corrections (in real-time or automated batch processing) for syntax, typo, formatting, misspelling, and top level domain errors.

Before an email address can enter LifeScript's database, FreshAddress's email hygiene and correction service processes the record, allowing LifeScript to build its file with the freshest, most accurate email addresses possible. This reduces the marketing costs associated with bouncing emails while enabling LifeScript and its advertisers to reconnect with lost customers and maximize their deliverability and response rates. As part of its service, FreshAddress checks every email address against

over 9 million domains to confirm the validity of the domains and associated MX records.

"We've been using FreshAddress's hygiene and correction services for more than two years to block, validate, and correct over 26 million email registrations. The ROI on this service is tremendous as it enables us to deliver more high quality impressions to our online advertisers while minimizing email deliverability issues for everyone."

—Jack Hogan, Chief Technical Officer

THE RESULTS:

Since FreshAddress's email hygiene and correction services catch and correct invalid and problematic email entries before they enter a client's website, LifeScript is able to avoid wasting future marketing dollars and effort on updating or purging its database after the fact. With thousands of email addresses registered on its site each day, this results in significant savings that drop directly to the bottom line.

Through an analysis of the program, LifeScript found FreshAddress's email hygiene and correction services to be

invaluable. Using these programs to clean its database, LifeScript was able to block or correct its email address registrations, thereby avoiding costly deliverability and blocking issues prior to entering these addresses into its marketing subscriber database. Equally important, LifeScript is able to reconnect with potential subscribers they would have otherwise lost.

"Our advertisers rely on us to generate the freshest, most qualified health oriented consumers in the industry. Working with FreshAddress, the Email Address Experts, enables us to optimize our marketing dollars and provide our advertisers with the quality and performance they demand."

— Jack Hogan, Chief Technical Officer

ABOUT LIFESCRIPT

LifeScript, one of the largest independent health publishers was founded in 1999 as a single product company selling customized vitamin plans. Today the site receives over 7 million monthly visits and has a newsletter subscriber base of over 5 million

members. In 2005, LifeScript shifted its business model to take advantage of the growth in online advertising and its growing subscriber base. In late 2008, the company launched LifeScript 2.0. Unlike its online health competitors, LifeScript is the only site focusing exclusively on women's health in a voice that resonates with its core audience. This unique approach has helped the company form a close bond with its audience, primarily women ages 30-50 who are proactively seeking healthy lifestyle information.

ABOUT FRESHADDRESS

FreshAddress, Inc., The Email Address Experts™, helps companies and nonprofits build and update their email databases. FreshAddress offers patented email change of address (ECO) services, B2C and B2B email appending, list cleaning & hygiene, real-time email correction, among other services. Hundreds of companies have entrusted their customer and donor databases to FreshAddress, including over 20% of the Fortune 50 firms and many of America's leading nonprofits. FreshAddress services are also offered through partner channels including data solutions providers, email messaging companies, email marketers, ESPs, and ISPs. The privately-held company was founded in 1999 and is based in Newton, MA. For more information, visit www.freshaddress.com.