Increase Response Rates with Email Addresses Enhanced with Demographics, Postal Addresses & Activity Status

41 percent of customers said they buy more from brands that send them personalized emails,

according to a survey by the E-tailing Group. It makes sense. Wouldn't you rather receive messages tailored to who you are, where you live and what you like?

Yet it's not always easy collecting this information from your subscribers. Maintaining a customer database of information that is not only current, but also robust with data valuable for segmentation and targeting can challenge even the most sophisticated marketing organization. *TowerData can fill in the details for you with Email Intelligence.*

The Denver Center for the Performing Arts obtained a 738% ROI and a 210% increase in clickthrough rates by appending demographics, segmenting their list and delivering targeted offers.

Find out more about the people on your email list.

Fill in customer profiles with demographic, purchase and interest data.

You can't ask customers too many questions about themselves without risking turning them away. How then can you learn enough about them to deliver messages that cater to their interests and needs? TowerData's Email Enhancement is a fast and unobtrusive way to collect the information you need. It overlays your subscriber list with demographic, interest, and purchase data that can power targeted, personalized marketing programs with high response rates. TowerData's Email Enhancement service works with business or consumer lists and can add the following information to your database:

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CONSUMER

- *Age*
- *Gender*
- *Income*
- *Marital Status*
- *Own vs Rent*
- *Interests*
- *Purchase Behavior*
- *Social Media Activity*
- *And More*

BUSINESS

- *Industry (NAICS & SIC)*
- *Sales Volume*
- *Number of Employees*
- *Years in Business*
- *Fortune 500 Flag*
- *SOHO Flag*
- *MSA Code*
- *And More*

Take Your Marketing to the Next Level with Data Acquired with Email Intelligence:

- *Identify and separate teenage girls from empty nesters*
- *Segment by geography–Don't advertise Yankees caps to Boston residents*
- *Profile the characteristics of your best customers and non-responders*
- *Focus on the business leads that meet your sales criteria*

Email Intelligence from TowerData can also help you:

Reach your online customers offline.

Segment your email customers by location and market to them via direct mail.

Multi-channel marketing increases return on marketing investment by over 10 percent, according to Forrester, and TowerData's Email Intelligence enables you to reach your customers offline as well as on. Using our in-house database of 500 million records and proprietary data quality algorithms, we can accurately provide you with the name and postal address that correspond to the email address of your customer. Try our service for free to see how many email addresses we can convert to postals.

Reengage Inactive or Outdated Email Addresses.

Identify email addresses that are most likely to respond to your offers, and retain subscribers even if they change email addresses.

Valid and active email addresses are essential for customer relationship management, product fulfillments and marketing programs. However, a significant percentage of people – as many as 30 percent, according to NFO World Group – change email addresses every year, making it difficult to keep your email database up-to-date. TowerData's patented Email Change of Address (ECOA) process, part of our Email Intelligence suite of services, will identify alternate email addresses to help you retain your customers.

TowerData's Email Intelligence suite of services enhances your email list by providing in depth information about your email addresses and the individuals behind them so you can deliver more targeted communications that yield higher response rates.

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> Attracting a new customer costs five times as much as keeping an existing one.
> "
>
> **Lee Resources**

In addition to dead addresses, beware unresponsive subscribers, which can reduce your open and inbox delivery rates if you have too many. **Email Intelligence can also identify which email addresses are actively used** and most likely to respond to a reactivation campaign and which are safe to remove or update.

Email Intelligence tactics, such as segmenting, personalizing and reaching subscribers on multiple channels, can help you retain customers while attracting new ones, too. These modern strategies help marketers like you communicate more efficiently and effectively, therefore bettering your bottom line.

Try a FREE Email Intelligence Test!

You can try any of these services for free to see how many of your records can be updated and enhanced.

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