



“ Now we have email addresses for about 65% of our subscribers, compared to about 28% before we worked with TowerData. Email gives me another method for communicating with our readers and increasing conversions. Plus, it has saved us money.

- Ginny Dymek, Manager of Retention Marketing

The Bottom Line: Email Append Pays Off for the Financial Times

The Company: The Financial Times

The Financial Times is one of the world's leading business news and information organizations, recognized throughout the global business community for its authority, integrity and accuracy. The company publishes both a newspaper and an online site (FT.com), with a combined paid print and digital circulation of more than 585,000. Customers can choose to subscribe to the print version, digital site, or a bundled package that includes both.

The Situation

The Financial Times had been contacting its current and past subscribers by mail for renewals and bill payments, and wanted to be able to contact them by email as well.

The Challenges

The Financial Times aimed to:

- Obtain valid email addresses for current and past subscribers to its newspaper and digital site.
- Save money on repeat postal mailings for renewals and billing.
- Ensure customers gave permission to be contacted by email.

The Solution

[TowerData's Email Appending Service.](#)

The Results

- TowerData increased the percentage of the Financial Times customer emails on file from 28% to 65% over time.
- The Financial Times saved an estimated \$0.50 for each renewal letter or invoice it did not have to send.
- Email Appending provided a database of email subscribers for winback and other marketing efforts.

The Story

The Financial Times had been using only postal mail to send renewal notices and invoices to its print subscribers. In order to improve results, obtain more timely responses and reduce the expense of multiple mailings, the Financial Times wanted to obtain email addresses for as many of its subscribers as possible.

“It makes sense to contact readers in the way they read the paper, so we especially wanted the emails for our subscribers acquired through FT.com,” says Ginny Dymek, Manager of Retention Marketing at the Financial Times.



The Email Append Service from New York City-based TowerData provided exactly what the Financial Times needed, including:

- High match rates of 25% on average
- Free match tests
- Emails that are 100% opt-in and CAN-SPAM compliant
- Industry-leading in-house technology and a proprietary database
- MxValid email validation service to ensure deliverable results
- 30-day guarantee

TowerData matched the Financial Times' list of customer names and mailing addresses with its own opt-in database of 500 million unique records and retrieved the corresponding email addresses.

For each email found, TowerData sent an email approved by the Financial Times to ensure deliverability and request permission to contact the customer via email. An opt-out option was included for those who did not wish to be contacted.

On its initial project, the Financial Times submitted 97,607 customer names and addresses from their list, and TowerData delivered a 14.2% match of 13,859 emails. Only 512 of the people mailed opted out. By using TowerData email append on a regular basis, the Financial Times has significantly increased the number of customers it can reach via email.

To learn how you can find the email addresses of your customers or to [try a free match test](#) of your database, contact TowerData at sales@towerdata.com or 866-377-3630.

"We append twice a year, and it has been extremely valuable for the Financial Times," explains Dymek. "Now we have email addresses for about 65% of our subscribers, compared to about 28% before we worked with TowerData. Email gives me another method for communicating with our readers and increasing conversions. Plus, it has saved us money."

The Financial Times used the appended emails to augment its retention efforts, sending messages in conjunction with printed letters to distribute invoices and generate renewals. The letter campaigns could be a series of up to eight efforts; the company sends an email simultaneously with every first and third printed letter. After launching the renewal effort, Dymek says that an additional 7% of recipients responded within the first through third effort, which included three print letters and two emails. Because she didn't have to send efforts four through eight (five additional letters) to those customers, the Financial Times saved an estimated \$0.50 per mailing, or as much as \$2.50 total per customer.

The Financial Times also has used email addresses provided by TowerData to contact customers whose subscriptions have expired in an effort to win back their business, and the list of emails is available for any online promotions the Financial Times wishes to conduct.



**FINANCIAL
TIMES**

About TowerData

TowerData works with marketers, database analysts and IT professionals to improve their contact databases by validating email addresses for better deliverability, providing email intelligence to improve personalization, and adding email addresses to expand their marketing reach. Combining the industry-leading email database with a dedication to exceptional client focus and the highest accuracy, we have been the go-to email data resource since 2001.

© 2011 TowerData, Inc. All rights reserved.

TowerData and the TowerData logo are registered trademarks or service marks of TowerData, Inc.

All other trademarks listed in this document are the property of their respective owners.