

Client open rate doubles with TowerData's Email Open Data

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Executive Summary

Advocacy Data boosted its clients' email open rates by 100% thanks to TowerData's Opener Data.

As a result, Advocacy Data's clients are saving money and ensuring their messages reach the inbox.

Email Open Data

TowerData's Email Open Data helps you pinpoint subscribers who have recently engaged with commercial email.

Email Open Data allows for more precise, less risky re-engagement, increased response and more revenue as a result of your campaigns.

The Problem

Advocacy Data, a political data agency, takes pride in providing quality voter, demographic and email data to its clients. These clients include nonprofits, political campaigns and Congressional offices.

Advocacy Data needed to ensure that the emails it provided to its clients were active users, not abandoned or fake accounts. By honing in on active email users, Advocacy Data's clients could improve ROI and protect their email sender reputation. Sending to toxic email addresses or spam traps affects inbox placement.

The Solution

Advocacy Data used TowerData's Email Open Data to help its clients pinpoint subscribers who have recently opened a commercial email. Advocacy Data's clients could engage subscribers with less risk to their sender reputation and improve ROI.

TowerData's Email Open Data provides the last known month and year when a user opened a commercial email. TowerData's proprietary data assets include more than 200 million known email opens.

By understanding an email's last known activity, marketers can:

- Better target subscribers for re-engagement campaigns
- Avoid sending to risky email addresses, such as new accounts or old, inactive accounts
- Focus time and money on active email users

The Results

By targeting users who are active in the inbox, Advocacy Data doubled its clients' open rate and click-through rate.

Marketing emails sent to regular subscribers, without open data, had an open rate of 3.03% and click-through rate of 0.59%. Emails sent to a list segmented by active users had an open rate of 6.08% and click-through rate of 1.07%.

These results help boost their clients' ROI and allow Advocacy Data to provide quality, clean and useful data to its clients.