



Email Appending enables Telecom Company to reconnect with Old Clients

The Background

The client is a Nebraska based telecom company providing a suite of communication services. The company has clients all over the US and happens to be one of the largest corporations in America. They cater to both B2B and B2C segments. For B2C clients, the company has a comprehensive range of services that include local and long distance home phone services, high-speed Internet, wireless and satellite TV Networks. For B2B markets, they offer local voice and data services, Business Class High Speed Internet, wireless, satellite TV, voice and data communication equipments and managed network services.

The Situation

The client held a survey among their customer base to check the strength of their customer relationship. The survey inferred that they have lost touch with quite a number of their clients as they did not respond to their campaigns and the company gradually stopped mailing them. The management decided to get in touch with those customers to enhance and strengthen their customer base.

The Challenges

The client contact details in the database were not updated regularly. The email addresses of most of the customers were missing from the database. The marketing team wanted to run email campaigns to build a relationship with the customers.

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The client was seeking a:

- Permission-based email appending services provider
- A provider who could quickly append the database with the latest and correct email addresses
- Company that has an excellent track record of delivering high quality results

The Solution

The client, after a thorough introspection on various service providers settled on Email Data Group.

The Results

Email Data Group's appending services delivered:

- Match rates of 75 percent
- Average opt-out rates of 3.2 percent
- Bounce rates as low as 1.5 percent.
- Open rates of 69 percent and click through rates of 35 percent.
- The sales increased by double-fold

The Story

The client is a Nebraska based Telecom Company catering communication services for both B2B and B2C clients. The client after conducting a survey found that it had lost touch with quite a number of their old customers. They decided to reconnect with them to widen the customer base.

The existing customer database lacked the email addresses of the customers. So the company decided to get the database appended with fresh email addresses. They decided to delegate the task to a professional company. An audit of the best marketing service providers was conducted and a unanimous vote was cast for Email Data Group.



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Email Data Group

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"What we needed was a company that could append our database with fresh and accurate email addresses within a short deadline", says the marketing head at the client's end.

Email Data Group matched the client's file with its master database. The results generated were "amazing" to quote the client. The match rate was as high as 75 percent. The opt-out and bounce rates as low as 3.2 and 1.5 percent. The open rates and click-through rates were 69 percent and 35 percent respectively. The client's sales increased double-fold.

The CEO of the client organization said, "Email Data Group did an outstanding job at appending our database with email addresses. I would recommend Email Data Group to all because of their quality results, exceptional service and a streamlined process that fits in well with all organizations."

About Email Data Group

Email Data Group is a well-established name, providing unique, quality online marketing services to clients across the globe. Our clients range from small and mid sized companies to big Fortune 500, 1000 companies. From building email marketing lists to executing targeted email campaigns, Email Data Group helps clients with their complete email marketing efforts. The company ensures the maximum ROI for clients with innovative out-of-the box marketing techniques. You can contact the online marketing experts at **800-225-2801** or email them at **info@emaildatagroup.net**. You can also visit the website at **www.emaildatagroup.net**



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