

# How a Telecom Company Saves Postal Expenses and Gains 35% Revenue with Email Append - A Case Study by Email Data Group

## The Client

The fourth largest local exchange carrier in the United States and the largest independent local provider, serving customers in 18 states and providing local, long distance, high-speed data and wireless services to residential and business customers.

## The Situation

The company maintains two sets of customer database. One set contains 5 million records of active customers and the other set contains 3 million records of inactive customers. Many records in active customer database had missing email addresses. The inactive database has contact information but it was mostly undeliverable due to changed addresses.



## The Objectives & Challenges

Company sought to add valid contact details to its database: It planned to:

- Acquire missing email addresses of all active customers
- Acquire contact information of inactive customers
- Re-establish service proposition with in-active users
- Identify outdated contacts, and update with current contact details
- Renew business ties with the lost customers

## The solution:

After extensive review of the vendors, client selected Email Data Group's email append service to meet their specific data requirement. Email Data Group owns a large B2B and B2C database of more than 200 million mailing / email addresses. Email Data Group's data append service leveraged on the large database to derive vital contact information of active and inactive consumers. It also integrated address cleansing and geo-coding to the existing records.

Email Data Group conducted a detailed study of the client's data and figured on business-to-business (B2B) email append and business to consumer (B2C) email append service to trace back missing contact information.

## **Email Data Group's append process involved the following procedures:**

- Automated matching of large database with the client database to find data matches
- Manually verifying records that are not found through automated search
- Sending confirmation emails to customers to give them the option to opt-in or opt-out from future emails

## **Email Data Group executed the following:**

- Appended B2B email addresses to 87% of the active user database
- Found valid, deliverable B2C contact information for 43% of in-active users
- Improved email address quality to enhance email delivery

## **The Results & Benefits**

After adapting a high quality appending process, here is the outcome:

- Estimated savings ran more than \$100,000 per year. Acquiring valid email addresses of existing customers enabled the client to send billings through emails instead of postal mails
- The client improved customer conversion rate from the in-active data group. This gave the company new profit streams hitherto unexplored
- Company enhanced its customer service through faster communication

## **The Conclusion**

The append process took only 2 weeks time. In such a short time, client was able to gain multichannel reach. The deliverable email addresses of customers helped the telecommunications company to get a competitive edge and increase sales.

**Contact us** for more information:

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## **About Email Data Group**

Email Data Group is a well-known provider of unique, quality email marketing services to clients across the world. Email Data Group's clients range from small and mid-sized companies to large fortune 500, 1000 companies. Our B2B and B2C email lists have enabled businesses to accurately target the right audience and grow double in size and revenue.

Email Data Group assists businesses by offering customized services based on their specific objectives, needs & requirements and budget. We ensure that they achieve their business goals through our world-class email marketing services.

Client satisfaction is our driving force and encourages us to improve our services for the betterment of our clients. Marketers across globe have welcomed Email Data Group as a "one group serves all" marketing company.

