

Database Verification

3 Ways to Get It Right



Email marketing is one of the best and the most well used marketing tool on the internet. Database is the cornerstone for a successful email campaign. Database verification is one of the most important tools which allow databases to give better results. One of the many reasons include avoiding being black listed as a spammer. ROI from the entire process is closely linked to the power, validity and completeness of the database.

Sanitize And Update

All addresses need to be checked for validity. This can be done through a multi stage process- email verification and opt in list emails.

Email Verification

One of the basic but very effective means of database verification; email verification is sending messages to the contact and checking if there are opens, bounces, spam traps and so on. This is safe, convenient and easy to do.

Opt-in mails

This is email verification, but one step ahead. In this, the sender will incorporate a message which requests the reader to subscribe to a list. If the reader is interested, he will give a positive response, if he does not wish to receive any further communication, he can conveniently opt out or unsubscribe. This has multiple benefits.

A combination of both is highly recommended. Your opt-in list should be perfect, without any spam traps and ghost addresses. If every email address is a live one, then you can be rest assured that it will reach an inbox. After taking pains to design a good pitch, if your list is delivering bounces and hitting spam traps, all effort will be marginalized. To avoid such a situation, data verification is crucial.

Condense Your Database

Identify your target audience. An opt-in campaign will give you prospects who are interested in receiving email messages from you. Picking and choosing your prospects requires research and analysis. Be very clear about the goals your email marketing campaign should achieve. Send out opt in requests, it is better to be unsubscribed than marked spam. The database which is generated from a opt-in list will not have any deficiencies, invalid entries and so on, making it a highly valuable one.

A Segmented List Increases Email Penetration

Segmentation makes the job a lot easier. A marketer will know who his target audience is, and most times, the product will also be catering to a specific sector. This allows you to pick out a list which is specific to that industry or geographic area.

- Industry
- Job title
- SIC codes
- Income
- Geography
- Company
- Revenue

Segmentation has multiple benefits. You will not need to send a million mails, only precise emails specific to your industry. It increases your brand image, because let's face it; if you get an email message which is irrelevant to your industry, the value of the brand goes down. Also consider segmentation on the job title level and so on. The more you segment your list, the more precise it becomes.

A verified opted in list makes your email marketing campaign a razor sharp one. Hence investing in a popular data verification vendor is a good option.

