5 Unbreakable Commandments for Email Marketing & Data Enrichment
At Webbula we work with thousands of brands all over the globe to bring transparency, quality, and ethics to their data supply enabling true data-based solutions for both online and off-line channels. And though we’ve been in business more than 10 years, we believe that data enrichment, email accuracy and hygiene, and successful opt-ins are more important than they’ve ever been.

In today’s economy, what business does NOT need fast, accurate data about their customers and their prospects? What sales team doesn’t ask marketing for more accurate leads and valid email addresses for follow-up? And while solutions and advice for how to delight customers and gather data from them is abundant, there is a comparative dearth of information about how to make sure that data is correct. What’s the use of flawed data to your marketing and sales team?

To help drive this conversation and illuminate key trends of data enrichment, email accuracy, and how list hygiene benefits your business, customers, and potential clients, we partnered digital consultancy Convince & Convert to tell the stories of five of our wonderful clients.

In this guide, our customers showcase the day-to-day challenges and successes of those on the front line of data management and email marketing. In the pages to follow, we hope you find several new ideas and best practices that you can apply to your own email marketing or database challenges.

I want to express my gratitude to our clients for participating and sharing their insights, as well as thank Jay Baer’s team at Convince & Convert for hearing their stories and partnering with Webbula on this insightful guide.

Enjoy -  
Steve Wagner  
Sr. Marketing Manager, Webbula
COMMANDMENT 1
Thou Shalt De-Anonymize Customers

Sounds somewhat crazy, right? In an era when more data is collected and “known” about customers all over the world, how would anyone still be “anonymous”? But that is just the thing: there are so many data points attributed to so many devices these days, but rarely do companies connect those informational dots to create a full profile of their customers and prospects.

Connecting your data points yields two positive outcomes:

1. You increase what you “know” about each person into your communications, adding personalization and relevancy.

2. The subsequent customer experience will naturally improve.

Research from Epsilon finds that 80% of consumers are more likely to make a purchase when brands offer personalized experiences.

Cedar Fair Entertainment Company emphasized de-anonymization of customers, and is reaping the subsequent benefits of that approach.

Cedar Fair is one of the largest regional amusement-resort operators in the world, owning several parks and hotel properties throughout North America. Some of their best known properties include Cedar Point, Kings Island, and Knott’s Berry Farm. Cedar Fair’s goal is to make people happy by providing fun, immersive, and memorable experiences to its guests.

Each year, Cedar Fair hosts nearly 27 million visitors across all of its properties, making communication between the brand and its guests a primary focus. From teens spending the day with their friends at a park to families with young kids and grandma and grandpa, Cedar Fair parks run the gamut of ages and number of visitors.

All those guests create a lot of data for Cedar Fair, but synchronization is a challenge given all the different scenarios:

- Most of the visitors to the park have at least one device they are connecting to the park wifi while onsite.

- Visitors also may have purchased tickets from their desktop computer at home or work, but are now in the park with a hand-held device.

- Parents may have purchased their teen’s tickets but the teens are visiting without their parents in the park.
Very quickly, the data points increase exponentially, and tying behavior to customer profiles can be exceedingly difficult.

To learn more about their guests and create a better pre-park, in-park, and post-park experience, Cedar Fair works hard to de-anonymize data, which in turn improves Cedar Fair’s bottom line.

One area of focus is the in-park wifi. Cedar Fair wants guests to have to register for it only one time, forever.

Daryle Powers, Vice President of CRM at Cedar Fair Entertainment Company, explains:

“The reason why we use Webbula is what we’ve found is that those email addresses [used to sign up for wifi] can be incorrect. There’s a lot of ‘fat fingering’ going on. Webbula is able to automatically correct many of the incorrectly formatted email addresses. This makes guests who would normally be anonymous to us, now known, and gives us a way to reach back out to them and get them into a regular communication stream.”

Post email cleansing, the legitimate addresses Cedar Fair receives has made it increasingly more efficient to data farm on their channels. So much so that in one year Cedar Fair has increased its marketable population by 1.5 million people.

To Daryle and his team at Cedar Fair, the importance of email is here to stay, especially when factoring in timeliness and data collection:

“We can identify the target audience, either through our CRM data or in prospecting with our partner, and we can get an email out the door within two hours to drive the visitor volume to a specific park.”

As for what’s next for the Cedar Fair data and its email programs, Daryle says, “I’m very staunch on monitoring our deliverability and putting in engagement thresholds when we need them. We will continue to measure and make changes as the data dictates.”

Did You Know?

Campaign Monitor found that email marketing significantly outperforms other digital marketing efforts, with email marketing producing 174% more conversions than social media.¹

¹ http://www.campaignmonitor.com/resources/infographics/24-email-marketing-stats-need-know
COMMANDMENT 2
 Thou Shalt Collect Data from Multiple Sources

As we saw in Commandment 1, given all the ways customers and prospects can connect with your organization in an omni-channel fashion, it’s nearly impossible NOT to have to confront customer data collection from multiple sources.

But what if your main source of customer data is from a limited number of brick and mortar locations? What if they are stores with a long history in the neighborhoods they serve and are run by generations of family members?

This is exactly the clientele 3x3 Insights was built to serve. 3x3 Insights is the first consumer analytics and retargeting platform designed for alcoholic beverage and liquor stores.

Along with third-party data, 3x3 Insights aggregates consumer purchase information both off-premise and on-premise to provide its customers with robust analytics, forecasting, and actionable insights.

In a nutshell, 3x3 helps local liquor store owners take the data from their point of sale system and match it with larger data lakes from regional and national alcohol distributors. The local owners in turn receive additional marketing campaign assistance, and the distributors know exactly which stores are selling which products to which customers. It’s a win-win. Cheers!

Matt Henry, Head of Customer Insights at 3x3, leads the data gathering and analysis process. Matt says that to gauge consumer patterns, they:

> *effectively panel 4 million people based on what they actually buy, not based on what they think.*

At local stores, data collection is—as you might imagine—often fragmented. Independent chains have inconsistent loyalty and membership programs. Because of this, the data 3x3 Insights receives can sometimes be just an email address, or a name and a street address, or even just a name.

With the help of Webbula, 3x3 Insights takes the fractured data they receive from both independent and enterprise partners and essentially creates a unified audience view. Matt explains that the demographic data of buyers is stitched together to create customer profiles, which are then re-anonymized for privacy purposes and segmented into marketable audiences.

3x3 Insights takes fragments of data from many, many sources, combines it, and then buckets it so that interested companies can serve ads to the 100,000 tequila drinkers in the state of New York, for example. Even with disparate and incomplete data from the field, Webbula helps 3x3 Insights fill in the blanks and work piece by piece to create an audience that can be targeted and reached successfully.

Think about It

As HubSpot says, “Existing customers already know and trust your brand—so marketing to them can produce much higher conversion rates than trying to reach people who have not bought from you before. It’s much easier to convince a satisfied customer to make a second purchase than it is to acquire a new customer in the first place.”

2. [https://blog.hootsuite.com/how-to-use-facebook-custom-audiences/](https://blog.hootsuite.com/how-to-use-facebook-custom-audiences/)
COMMANDMENT 3
Thou Shalt Prioritize Quality over Quantity

One of the oldest sales and marketing debates around—is quality more important than quantity? ReachMail thinks so.

17% of Americans change email addresses annually.³

ReachMail specializes in the integration of email marketing and social media by combining transactional analytics reporting and audience growth capabilities. ReachMail works with businesses of all types and sizes to help them boost their email effectiveness.

Mike Marshall, Head of Customer Support at ReachMail, helps to educate clients every day on the value of quality. He explains the importance of data hygiene and audience oversight saying:

“Often the work of sifting through spam traps and bogus email addresses isn’t discussed as much as it should be. Webbula’s granular reporting allows us to make meaningful insights about data quality when clients want to talk metrics but we also know senders have a lot on their plates. Integrating the service in our UI lets our clients focus on other important tasks while data hygiene is handled in the background.”

Email sending is critical. If that email only reaches the junk folder it is literally costing your company money with each push of the “send” button. As a result, ReachMail has made it their goal to make data hygiene as simple as possible. With the help of Webbula they have implemented a list cleaning button to sort through bogus accounts and data automatically. For ReachMail, data hygiene is critical to accurately tracking engagement levels, which they believe is of the utmost importance to overall email success.

“Bots will click links. Spamtraps will degrade inbox placement. If you’re not taking data hygiene seriously, you can’t accurately measure the engagements from your audience. Data hygiene is foundational to delivery success.”

But Mike finds that when talking about engagement levels, companies often approach it with the wrong mindset. “Some senders can be reluctant to place data hygiene at the forefront of their email marketing strategies out of a reluctance to ‘lose too many addresses.’ That tells me they’ve missed a critical point about email marketing: quality over quantity always wins out.”

From the Experts

“The best measure of success is an increase in total views. Not just an increase in the open rate, but an increase in total opened messages by sending to fewer people in a more targeted manner.”⁴

³ https://pin.it/1LHExQr
COMMANDMENT 4
Thou Shalt Not Waste Time on Manual Processes

Automation, artificial intelligence, and machine learning are coming FAST to the sales and marketing world. These technologies are already improving efficiency and results, and we’re only seeing the tip of the iceberg.

According to McKinsey, in about 60% of occupations, at least one-third of the activities that make up a specific job could be automated.

This concept of using technology to do more with less time is a huge part of why Third Door Media works with Webbula.

Third Door is the leading provider of content and marketing solutions for Internet marketers and the digital marketing industry. Their publications include the well-known Search Engine Land, MarTech Today, and Marketing Land websites, as well as companion conferences and consulting services.

Since Third Door Media oversees multiple websites and events, email marketing and newsletters are one of the essential ways they build relationships with their audiences. However, Third Door Media is truly a holding company, and each of their brands operates primarily as a freestanding, siloed organization. Search Engine Land readers aren’t automatically in the Marketing Land tribe, for example.

However, it is in fact common that a newsletter subscriber to one brand is also in the database of a sister brand. This creates substantial challenges with duplicate records, inconsistent data about the same person, and other issues.

To address this problem, Monica Wright, Vice President of Growth and Engagement at Third Door, says that keeping a clean database is crucial. She explains:

“I think the biggest thing we’ve learned is email addresses aren’t what they seem. You think something is valid, and it’s not. With Webbula’s email hygiene, we’ve eliminated a lot of the guesswork and manual work when sifting through subscriber addresses.”

Because Third Door works with partner brands frequently, it’s essential to provide them with a solid and accurate database when sending promotional emails, for example. Monica says:

“It is vitally important to understand the type of people who are not converting, and what makes up those email addresses without blacklisted folks or phishers.”

Third Door has now started to implement a two-step validation process on the front end of the subscription process, to weed out spam accounts more quickly.

With this new two-step process combined with Webbula automated data cleansing, Third Door has been able to shift staff time from laborious, manual database cleanup to testing and optimizing new campaigns.
COMMANDMENT 5
Thou Shalt Prioritize Trust over All Others

Every time a new report comes out, it says the same thing: trust is the only true, global currency. Without trust, any other advantages your brand may have will be frittered away eventually.

“Trust Takes Years To Build, Seconds To Break And Forever To Repair” - Dhar Mann

Webroot, an OpenText company, helps businesses and consumers worldwide stay safe from cyberattacks. Their entire business is built on trust. Webroot uses the cloud and machine learning in real time to ensure network and data protection, while also offering security awareness training and threat intelligence services to its clients.

Mandy Parisi, Director of Customer Success Automation at Webroot, says creating a trustworthy database is crucial for not just Webroot’s clients, but for the industry as a whole and for Webroot’s bottom line. To remain a credible platform in the cybersecurity industry, Webroot must protect its data and the data of its clients—it’s the core reason why clients come to Webroot in the first place.

Mandy says Webbula helps build trust in Webroot:

“They help us do regular hygiene and cleansing of our consumer and business lists, and help us decide what to do with bogus addresses.”

An essential part of building the consumer-brand relationship at Webroot takes place during a customer’s initial software trial period. Mandy explains that with Webbula validation in place, Webroot has received “even better-quality trials, with higher-quality data.”

Part of Mandy’s responsibilities also include providing content to current and potential customers about the importance of security measures and data safety for their business. Often clients seek out their services because they are in the midst of an attack, have just experienced one, or know they need protection to avoid one. Mandy sees Webroot’s commitment to their clients as one of education and trust.

“Providing value-added content to clients through email builds trust with customers, and good engagement with the content leads to better success in the inbox,” she says. Inaccurate data wastes 27.3% of a sales rep’s time. That is 546 hours per year per full-time sales rep.5

And there you have it, our 5 unbreakable commandments for email marketing & data enrichment. Email marketing and data collection is not going anywhere. It will continue to be the center point of digital marketing for the foreseeable future. Is your organization doing its best to practice good data hygiene and list management? From each of the clients we’ve featured, we hope that you can apply at least one best practice to your own business.

Commandment 1: Thou Shalt De-Anonymize Customers - As we saw from our multistate theme park client, Cedar Fair, by connecting more of the data pieces on visitors, they can create an even more enjoyable visitor experience.

Commandment 2: Thou Shalt Collect Data from Multiple Sources - Even with a regulated industry, collecting data and creating more targeted campaigns can help small mom-and-pop storefronts see increased sales benefits.

Commandment 3: Thou Shalt Prioritize Quality over Quantity - ReachMail helps hundreds of clients each month deliver email to their customers, and by partnering with Webbula to ensure quality data is being used, their customers are positioned for greatness.

Commandment 4: Thou Shalt Not Waste Time on Manual Processes - By working together with Webbula to automate list hygiene and email address validation, the team at Third Door Media can spend more time on the content creation their brands are known for and the team loves to create.

Commandment 5: Thou Shalt Prioritize Trust over All Others - Regardless of industry, trust is paramount. But for our cybersecurity client Webroot, trust is second to none. Through our partnership they can focus on their core IT business and secure trust with both their clients and internal teams.

Contact Webbula today to compare how your data quality stacks up. Visit Webbula.com.
About Webbula

Webbula is the undisputed leader in data quality technology, providing expert marketing solutions. Our Email Hygiene, Data Enrichment, and Audience Data solutions mitigate delivery threats, append data for marketing campaigns, and create actionable audiences for online ad serving. For over 10 years, Webbula has a proven track record of helping customers navigate hazardous data quality obstacles and increase their return on investment.

Our passion remains what it has been since day one, to provide confidence and reliability that our customers have come to depend on. Webbula pioneered and perfected email hygiene, the ability to detect spam traps, honeypots, and much more—all in the pursuit of truth in data, and we look forward to another decade of leading the way and helping all of our customers succeed.

Visit Webbula.com to get started.

About Convince & Convert

Convince & Convert Consulting, led by Jay Baer, is an experienced, highly focused analysis and advisory firm that helps the world’s most interesting brands gain and keep more customers with optimized content marketing, social media, and customer experience.

In addition to Webbula, clients include Oracle, Cisco, the United Nations, Allstate, Kaiser Permanente, Hilton, and many more.

The firm publishes the massive marketing and CX resource ConvinceAndConvert.com as well as the award-winning Social Pros podcast.

Visit www.convinceandconvert.com to read our blog and see our work.