

activeprospect

Managing Data For An

**Effective Email**

**Marketing Strategy**





# Email Marketing has been growing steadily for years

In 2020, the industry was valued at \$7.5 billion<sup>1</sup> and it is projected to more than double by 2027<sup>2</sup>. The reason for this growth is simple: email marketing works. The ROI on email marketing can be as high as \$42 for every dollar spent<sup>3</sup>. But while email marketing is far less costly per consumer than telephone marketing or direct mailing, and more measurable than traditional advertising, it is not without costs. To offset the inevitable list churn, marketers must constantly acquire consumers who have opted into email marketing. Your marketing stack can get clogged with duplicate and fraudulent consumer data. Integrations are expensive to build and maintain, and deliverability is always of paramount importance.

We talked to some of our email marketing customers about why they chose ActiveProspect and the value they find in our solution every day. They shared some of the common problems and hidden costs of acquiring new opt-in email subscribers, and how ActiveProspect has helped them address those challenges. We'll also explore some of the common challenges and hidden costs with acquiring new opted-in email subscribers, and how ActiveProspect helps our customers solve them.

# Feeding the Beast

Building strong relationships with your audience is the crux of email marketing, but as businesses grow, your pool of potential customers must also grow. And even if your focus is on nurturing your current list, email lists inevitably churn as people move on to new places, interests, and life stages. In fact, **email list churn can be as much as 30% annually.**<sup>4</sup>

But feeding the beast means constantly identifying and integrating with new partners to acquire new email addresses from co-registration events, affiliate traffic, social channels, and other promotions. This constant influx of new email subscribers can create a technical nightmare, with a constant stream of new partners and promotions, changes to data integration requirements, and daily troubleshooting.

ActiveProspect helps marketers manage this influx of opt-in consumer records so they can concentrate on building and optimizing an effective email marketing strategy, instead of juggling partners and data files. By providing a single point of integration for all incoming consumer data - whether generated on your owned and operated sites, via social media, or through offers present on third-party sites, ActiveProspect makes dealing with all that new consumer information safer and easier.

**“From a security standpoint, it’s an added layer of protection for us** having that API to them and that one connection to our system,” CRM & Marketing Automation Manager, International CGP Brand.

**“A lot of the big partners that we work with already have experience plugging into ActiveProspect.”**

*CRM & Mktg Automation Mgr  
International CGP Brand*



**“ We use ActiveProspect anywhere where we capture a registration event:**

**subscriptions, newsletters, sweepstakes, polls, loyalty programs, anything on any property.**

*Digital Data Product Manager  
Major Media Conglomerate*

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# Love Your Data Solution? Then Keep it Clean!

Marketers use and swear by a variety of multichannel marketing solutions. CRMs excel at managing customer relationships, while Consumer Data Platforms (CPDs) provide a 360-degree view of your customers, and Data Management Platforms (DMPs) support ad targeting. Each of these approaches has its pros and cons, and your marketing stack might include any combination of them. However, one thing is universally true: They all work best when the data that enters the system is “real” customer data - no bot-generated email addresses, no one who lives outside your service area, and no one who has already opted out of being contacted by your company.

ActiveProspect prioritizes good data hygiene by rejecting unusable subscriber information in real time before it enters your system. Some customers report that up to 30% of the email addresses they acquire are duplicates. We check for duplicates across channels and offer seamless integrations with tools that detect bots and fraudulent consumer information. We can even ensure that your offers only get

shown to consumers who qualify for it, saving you money and stopping the problem of unqualified consumers before it even begins.

**“We set rules for which users are valid and which aren’t; then we do an immediate check for validation..”**

“...If it’s not valid, the system tells the user after three tries, it shuts them out. Then we use that data to refine the rules and narrow what is invalid,” Digital Data Product Manager, Major Publishing Company.

So no matter which data solutions work for you, we help you make sure that the new data that you capture and deliver to your system is clean and accurate.



# Consent-based marketing: the key to deliverability

The most compelling message in the world will go to waste if your target buyer never sees it, so ensuring deliverability is an unavoidable responsibility of every email marketer. And it's not just about getting your message out, either: 20% of emails go to spam folders or remain undelivered - up from 16% in just the past year<sup>3</sup>. Repeated emails to fraudulent addresses, or getting marked as spam by frustrated recipients can have lasting repercussions. If an internet service provider (ISP) identifies you as a spammer, you can be blocked from delivering any email through that service provider.

"There are lots of deliverability issues in the email world, so we had to step up our efforts," Digital Data Product Manager, Major Media Conglomerate.

ActiveProspect ensures that you are marketing only to "hand raisers" -- consumers who have opted into receiving your email. Our TrustedForm certification gives marketers independent verification that they are purchasing email addresses for consumers who have consented to be contacted. Paired with our fraud and duplicate detection integrations, you can be confident that the email you send is delivered to a consumer who wants to hear from you. And the consumer who is waiting to hear from you is the person who is most likely to convert to a customer.

Protecting your whitelist status and brand reputation with ISPs should be part of your ongoing email marketing strategy. ActiveProspect weeds out bot-generated and fraudulent emails before they enter your system.

"If we onboard second- or third-party contacts that are bad, it impacts our reputation among email providers," CRM and Marketing Automation Manager, Consumer Packaged Goods Company.



**20%**  
**of emails**  
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## No More Waiting for IT

There are many approaches to integrating new opt-in consumers into your internal systems, from generic integration and workflow tools to homegrown solutions. But all of them require some degree of support from your IT team or a costly outsourced IT resource. And the reality is that those teams often have an overwhelming list of competing priorities already, which means your latest data integration request is going to have to get to the back of the line. Worse, if a new source requires complex data normalization work before it can be integrated into your system, the wait can become far longer.

“There’s no way we could support all those formats ourselves,” VP, Performance & Product, Digital Media Company.

For some marketers, the situation is even worse: spending hours juggling multiple spreadsheets and managing clumsy bulk uploads. This approach ends up replacing critical marketing tasks - managing new campaigns, better targeting your customers, testing messaging - with hours of painstaking busy work. Plus, the long delays caused by technical challenges and asynchronous uploads waste precious time when you could already be communicating with new potential customers.

ActiveProspect speeds up time-to-integration while reducing your dependence on your IT team. That takes the headache out of managing a large number of data sources and accelerating the process of adding or testing out new partners.

**“When updating our API, we just retool ActiveProspect instead of manually redoing every integration.”**

*CRM & Mktg Automation Mgr  
Major CPG Brand*

# Leverage Our Expertise

ActiveProspect has industry knowledge like no other. It's about more than just our product, too. Our team knows how to help you make the most of the data you acquire. We advise you about the best data enhancements for your business needs, how to set up effective acquisition campaigns, and much more. Plus, our stellar customer service makes us easy to work with.



“We love that ActiveProspect understands our industry - the biggest value is the relationship itself.”

CEO and Co-founder  
Performance Marketing

#### Resources

- 1 <https://www.statista.com/statistics/812060/email-marketing-revenue-worldwide/>
- 2 <https://dma.org.uk/uploads/misc/marketers-email-tracker-2019.pdf>
- 3 <https://influencemarketinghub.com/email-marketing-stats/>
- 4 <https://www.getresponse.com/blog/email-list-building-nemesis-churn-rate>



# **We deliver results for our customers all day, every day.**

**If you're interested in learning how to use the ActiveProspect platform to power your consent-based marketing processes, check out our website to see how we can work for you.**

**[Learn More](#)**

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