The R Factor

B2B Business Mailing List





940, Amboy Ave, Suite 104 Edison, NJ 08837 +1(888) 998-0077 sales@infoclutch.com www.infoclutch.com

Table of Contents

■ How Email Marketing Can Be Leveraged To Improve The ROI Of Business Mailing List?	03
■ How To Boost The ROI Of Your B2B Mailing List And Of Email Marketing Campaigns?	04
■ How Do We Keep The Database Clean?	04
Formula For ROI Calculation	05
■ Metrics To Measure The Success Of Your Email Marketing Campaigns	06
■ Ways To Trigger The ROI of Your Business Mailing List	07
Ask For Permission	07
Segment Customer Data	07
■ Check The Frequency Of Sending Emails	07
Create Mobile-friendly Campaigns	07
 Use Of Social Media To Create The Buzz 	08



Tracking Is Must

Conclusions

About InfoClutch











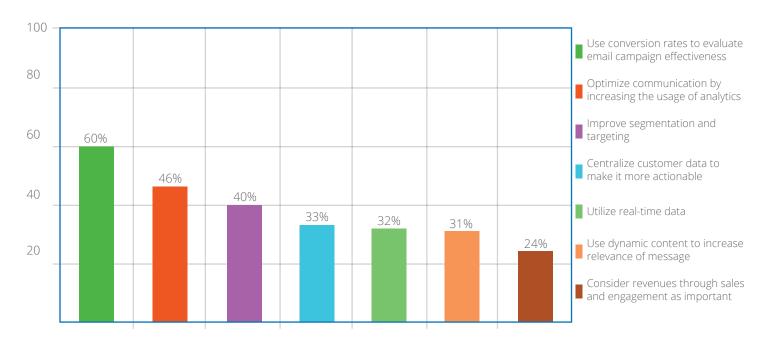
How Email Marketing Can Be Leveraged To Improve The ROI Of Business Mailing List?

Investing in a B2B Mailing list for the first time may be doubtful and questionable on the part of the buyer. But, if you are opting to use email marketing as your business strategy, then buying such list is must to get best results.

Email marketing is the most preferred digital marketing channel because of its wider reach available at a low cost. With the passage of time and emergence of new technologies, email marketing has evolved helping marketers in getting maximum ROI. But to make your email campaigns a successful affair, you need to plan it and implement it with proper strategies. Each email sent to customers should reach them at their correct address and should be designed and crafted in a way that once reaching the inbox, it catches the reader's attention and compel them to open. In order to share, communicate and build a strong relationship with your customers, you need the right data about their contact details. Here comes the need of buying a B2B mailing list that will support your email campaigns with authentic and responsive information about potential customers.

Still, if one is not sure whether to make an investment in purchasing a mailing list or not, then try knowing your Email Marketing ROI, you will get to know the worth of your investment. With this whitepaper, we aim to highlight the facts on how B2B Business Mailing List can be leveraged with Email Marketing to make the most out of your money. It also educates you on how to calculate your Email Marketing ROI using various metrics and strategies.

As per the reports, most email marketers prefer using conversion rates as their evaluation tool to measure email marketing ROI. Have a look at the below stats:













How To Boost The ROI Of Your B2B Mailing List And Of Email Marketing Campaigns?

The quality of your data matters more than its quantity if your objective is to get maximum ROI from your marketing campaigns. One of the obstacles blocking the way to maintain this quality is the concern of data degradation. If statistics are to be believed, every year around 71% of your B2B data gets degraded, reducing your list competency and its relevance. Going ahead with an old database with incomplete or inaccurate information can directly have a negative impact on your business.

Hence, data appending, verification and validation from time to time are a must. However, with our B2B Mailing lists, you don't have to worry about all these issues. We take every possible initiative to maintain data quality and deliver our clients with the most accurate and updated data available in the market.



How Do We Keep The Database Clean?

- Updating the list on a regular basis by replacing old contacts with new one and removing duplicate and redundant contacts
- 100% email verification and tele-verification of contacts
- No generic email addresses
- SMTP Verification, NCOA Verification













Formula for ROI Calculation

When you are spending on email campaigns, you must also know the returns it's fetching you. Before clicking on the send button of your email, be ready to calculate the ROI to understand its effectiveness.

Use this below formula to make the job easier:

Input Data

- Number of emails
- Total campaign costs(\$)
- Response Rate % of responses expected
- D Conversion Rate - % of reponders expected to make purchase
- Average profit per sale (\$)

Results

Œ	Number of Responders	A*B/100

	Ni. walaawaf D.	verse /Nlevy Cyreteres are	D+D/100
G	Number of Bu	yers/New Customers	B*D/100

(II)	Cost Per Response (\$)	B/F

	Cost Per Buyer/New Customer (\$)	B/G*100

Cost Per Email (\$)

K	Total Profit from Campaign (\$)	Ε¾	k (j
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Marketing ROI (\$) (K-B)/B











Metrics To Measure The Success Of Your Email Marketing Campaigns

The messages conveyed through emails should be well-crafted with engaging content that caters to customer issues and adheres to their needs.

To measure campaign quality, here are few email marketing metrics that marketers have to take into consideration:

Email Marketing Metric	Definition	Ways to Imrove	Formula
Open Rate	Percentage of how many people on an email list opens a particular email campaign	By creating catchy or attractive subject lines	Number of opens / number of emails delivered * 100
Click-through Rate (CTR)	The ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement	Increase call to action or give more compelling offers	Unique visitors / Total number of clicks * 100
Conversion Rate	The average number of conversions per ad click, shown as a percentage	Add new leads or change the offer.	Number of actions taken / number of emails delivered
Click-to-open Rate (CTOR)	The percentage of people who clicked on a link compared to those who opened your email.	Create email content that addresses the needs of your target audience	Unique visitors / Total number of opens * 100
Unsubscribe Rate	Compared to the number of emails delivered, the percentage of people who opted out of receiving it	Don't dump emails frequently. Wait for the right time	Number of unsubscribes / number of emails delivered * 100
Deliverability	Percentage of emails that are actually delivered to the boxes as compared to the total number of emails sent	Keep the list updated with fresh data. Create emails that are to the point with useful insights	Total number of emails sent / number of emails delivered













Ways To Trigger the ROI Of Your **Business Mailing List**

By far it's guite clear that to get better ROI from email marketing initiatives, marketers need to have a rich list with accurate and fresh data, helping them to deliver their messages to the right email address. Similarly, the ROI of your business mailing list depends on the quality of your email campaigns.

To set the ground for increased ROI leveraging your business mailing list, utilize email marketing strategies in the following ways:

Ask for Permission

An opted-in list is necessary to avoid a rise in unsubscription rate. Send marketing messages to customers only when they permit you to do so via signing up subscription forms or on agreeing to receive further emails from your brand.

Segment Customer Data

Each prospect has different needs and preferences. So, keeping that in mind segment your list based on demographics such as age, sex, buying patterns and more to make your campaigns targeted. Customer segmentation will help in delivering relevant content to recipients who needs them rather than dumping generic emails to all inboxes regardless of being of any importance to them or not. When provided with information of their interest, customers will take the initiative to go through your emails, increasing the chances of getting better response and conversion rates.

Check the Frequency of Sending Emails

Majority of marketers send two to three emails per month. But that doesn't mean you will do the same. Based on the company and their strategies, frequency of sending emails varies. You need to test and decide that which frequency works for your business. Along with email sending time, what else matters is the content inside it. An irrelevant email, even when sent at the right time may turn out to be of no use. If the email's content is not engaging, then you are likely to risk losing customer's attention and this in turn may increase the unsubscribes.

Create Mobile-friendly Campaigns

Mobility has taken over the world under its spell, marketing field being no exception. As mobile usage is growing, marketers are increasingly turning towards making their website and email templates mobile-friendly to target the growing number of mobile users for their marketing campaigns. According to statistics, around 70 percent of people use mobile devices to check their inboxes. Hence, even while developing email templates, businesses need to be careful about the fact that whether the template is mobile supportive or not. If you don't offer the ease and flexibility of reading your message on any mobile, then you are sure to make your customers unhappy.











The 'R' Factor of B2B Business Mailing List

Remember, mobile optimization is not only about how compatible is the design of your email templates with the mobile devices. It's about how well you blend advanced technology and data to provide customers a satisfactory usage experience while viewing emails on their mobiles. For instance, by incorporating the geo-targeting feature into mobile email templates, marketers can offer better-targeted messages to users based on their location and time.

Use Social Media to Create the Buzz

The inclusion of social media icons in your campaign is not enough to motivate people on sharing your emails. You have to walk the extra mile with some more efforts to make things work. Use social media channels to get customer data and leverage that to establish communication, address their needs, personalize messages and engage them with your content. By utilizing verified social media contacts of your targeted audience, you can create buzz about your campaign before its release which can make the road ahead easy to walk.



Tracking is Must

If you don't track the email responses, then you won't get to know how it is performing. It is crucial to monitor the behavior flow of email traffic to understand the productivity value of your campaign. This analytics can be of great help when you take up future marketing endeavors as they give you an idea on what to do and what not to do to avoid the previous mistakes you have committed. When you know what is happening with your mobile app marketing efforts, you don't need to keep the guesswork continued while making new plans, deciding on budget and other strategies.

Conclusions

For marketers, email marketing is a great tool to generate leads and get conversions for improving ROI. But, achieving these objectives is a challenging task if they don't have the right contact details in possession. Using data intelligence, marketers can maximize the ROI from their email campaigns.







The 'R' Factor of B2B Business Mailing List

About InfoClutch

InfoClutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand had taken center stage from its inception two years ago. InfoClutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them a notch closer to your products and services.

You can learn more about platform friendly mailing data by getting in touch with our expert at InfoClutch.

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940, Amboy Ave, Suite 104 Edison, NJ 08837 United States

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