validity

Quality Data
Makes Critical Impact on
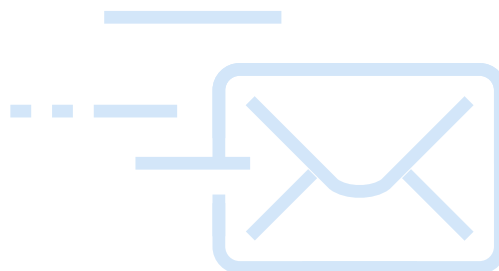# Revenue and Customer Relationships

BriteVerify

Last year, global ecommerce sales almost exceeded $3 trillion, for a year-over-year increase of 18 percent.[1] Revenue during Black Friday alone was $6.22 billion, a record-breaking amount for the annual retail holiday.[2] As the tremendous increases in online profitability demonstrate, the use of digital customer touchpoints and databases played a major role in helping retailers effectively target shoppers and drive both sales and brand awareness.

With the growing focus on ecommerce and digital communication, customer inboxes are now inundated with emails from retailers about deals of the day and new products. Most of us as salespeople or marketers receive these emails every single day without giving a thought to how effective they are at prompting us to take action as a consumer.

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But the fact is, we're more likely to visit the websites of companies that send us promotions than ones that don't. With clear messaging about a sale or new product offering, combined with the convenience of a direct link to the offer or item, we're also more likely to click through, potentially leading to a sale. And, regardless of whether or not we take action at that moment, these emails keep the brand top of mind for us.

1. https://www.digitalcommerce360.com/article/global-ecommerce-sales/

2. https://www.marketwatch.com/story/record-breaking-black-friday-sets-up-fourth-quarter-success-after-rough-week-for-retail-2018-11-26

Clearly, targeted marketing campaign strategies and promotional emails are necessary. Businesses of all types, sizes, and industries rely on these campaigns to generate revenue and maximize business opportunities throughout the year. What may not be as clear is how much the success of those efforts and the revenue that results is tied to the accuracy of customer data and the elimination of bad data – which can be defined as data that is missing, wrong or incorrect, entered into the wrong field, non-conforming or duplicate.

To illustrate, consider a digital campaign designed to boost holiday sales. The validity of each email address in a database is critical to the success of that campaign. After all, for customers to be engaged and take action, they first have to be reached.

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Yet databases are often filled with inaccurate emails. Some inaccuracies are caused by poor data entry by consumers or company associates at the point of sale. Some are caused by the natural decay that occurs within email lists, which experts agree happens at the rate of approximately 25 percent per year.

The discovery of these inaccuracies often comes in visual form via email bounce backs. Bounce backs are a clear indication that an email address has changed or was entered incorrectly. While this feedback does provide insight into the accuracy of the emails in a company's database, it doesn't demonstrate how many email addresses are valid, but simply not checked regularly by consumers. And it doesn't give database users an efficient way to take action to remove invalid emails or verify and remove invalid emails en masse.
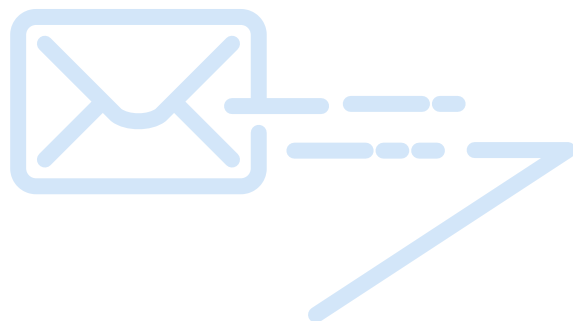
"Bounced emails can result in a company's domain or IP address being listed on a spam or a blacklist report."

In addition, inaccurate emails aren't just problematic in keeping a company from reaching its intended audience. A substantial number of bounced emails can also result in a domain or IP address being listed on a spam or a blacklist report, which impacts all email communications and the company's reputation. These simple missteps can mean the difference between a retail marketing campaign that generates hundreds of thousands of dollars, and one that barely even reaches your target audience.

All of these factors make a strong investment in data quality solutions, such as tools for email verification, key to maintaining a competitive advantage.

Using a proven email verification solution can help you reach your target audience, boost sales, engage customers, and protect your sender reputation. And using data cleansing tools that standardize data fields, help you merge and update records and remove duplicates from the database, can keep all the data in your CRM optimized.

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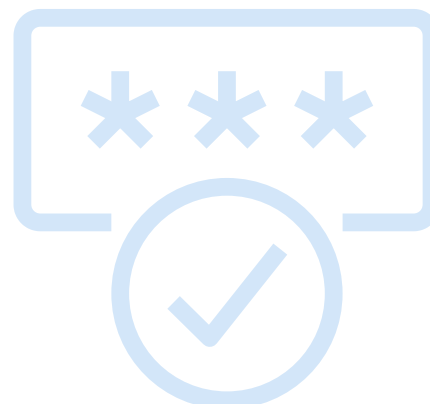
This doesn't just support your ability to deliver promotional campaigns and generate revenue. The value of having high quality customer data in your database cannot be understated as a tool for effectively engaging customers, providing exceptional customer service, and building strong customer relationships.
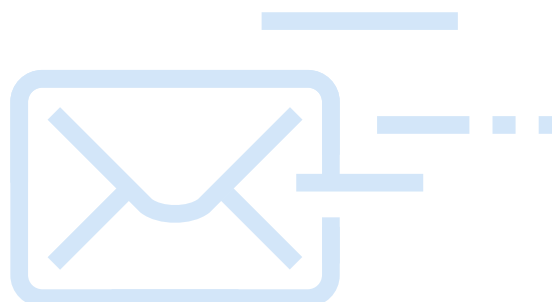
Even the best products need to come with great customer experiences or you won't create brand loyalty. An accurate and robust collection of customer data will help you deliver great customer experiences. You can leverage the information it contains beyond simple contact data, such as an up-to-date product purchase history, to get to know the kinds of products your customer base is interested in and what pain points they're trying to solve, helping you pinpoint products that will have the most appeal for more strategic email marketing. And with details about customers collected and added to your database over time, you not only build a lasting relationship, but you make it so anyone from your company who comes in contact with them can make the customer feel like they "know" them.
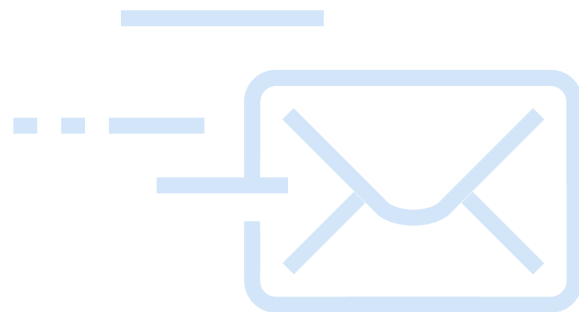
For more information on how you can implement data quality processes, such as verifying the email addresses in your database and ensuring you're capturing email addresses correctly in real time at the point of sale, contact us today.

About Validity

Validity is a leading global provider of data integrity and compliance offerings that thousands of organizations worldwide rely on to trust their data. With highly-valued products including Trust Assessments, DemandTools, DupeBlocker, PeopleImport, and BriteVerify, Validity is empowering organizations worldwide to make better decisions that drive more leads, close more deals, and confidently plan for continued growth.

We want to help your efforts. **Get in touch** with our team of data quality consultants to learn how some of the most effective marketing teams in the world trust us to lend validity to their data.

Contact us today!

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BV BriteVerify

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