



5 Tips to Building a
Quality Email List.

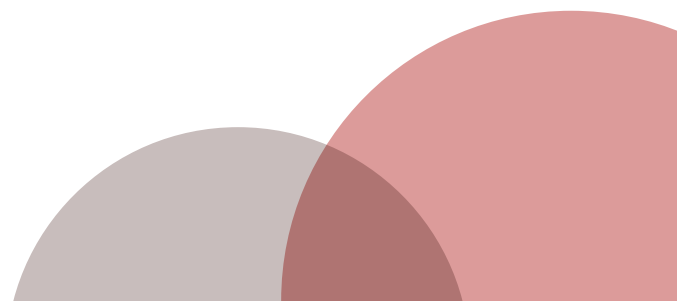
**The Ultimate
Marketing List Guide**

You have a great offer. You know your target audience and you have a responsive marketing piece, but how do you get your offer in front of the right audience?

Initially, you will send your promotion to your in house email list, but what if you need to reach potential new customers that can help increase your leads to grow your sales?

In this **Ultimate Marketing List Guide** you will learn what to look for and what questions to ask to make sure the list you use has quality data that will respond to your offer.

B2B companies must have a strategic marketing plan across several different channels to attract leads and convert them into becoming buyers; they need to use Quality Marketing Lists.



WHAT ARE MARKETING LISTS?

Marketing lists are lists of prospective customers that a business can use to increase sales and brand awareness through online and offline outreach.

Here are a few common questions and answers regarding Quality Marketing Lists.

Is it illegal to buy email lists? No, but you have to be very careful that each record or contact has opted-in to receive 3rd party marketing messages. You do not want to rent lists with bad data and get your company blacklisted.

How much does it cost to buy mailing lists? Cost varies based on the owner of the list, selects, geography, and much more.

How do I find mailing lists? Search for list companies and talk with industry-specific publishers and conference companies. Again, be careful that the file is opted-in, compliant, and updated regularly.

How do I purchase a marketing list? Once you research and find the list you want, it's easy to rent or buy. Some companies will ask for prepayment or Net 30 days. If working with a list broker, they will handle all research and payments to the vendors.



In the FIVE featured sections in this guide, there is detailed information that will help you rent or purchase marketing lists that will ENHANCE your brand and INCREASE sales by reaching your target audience.

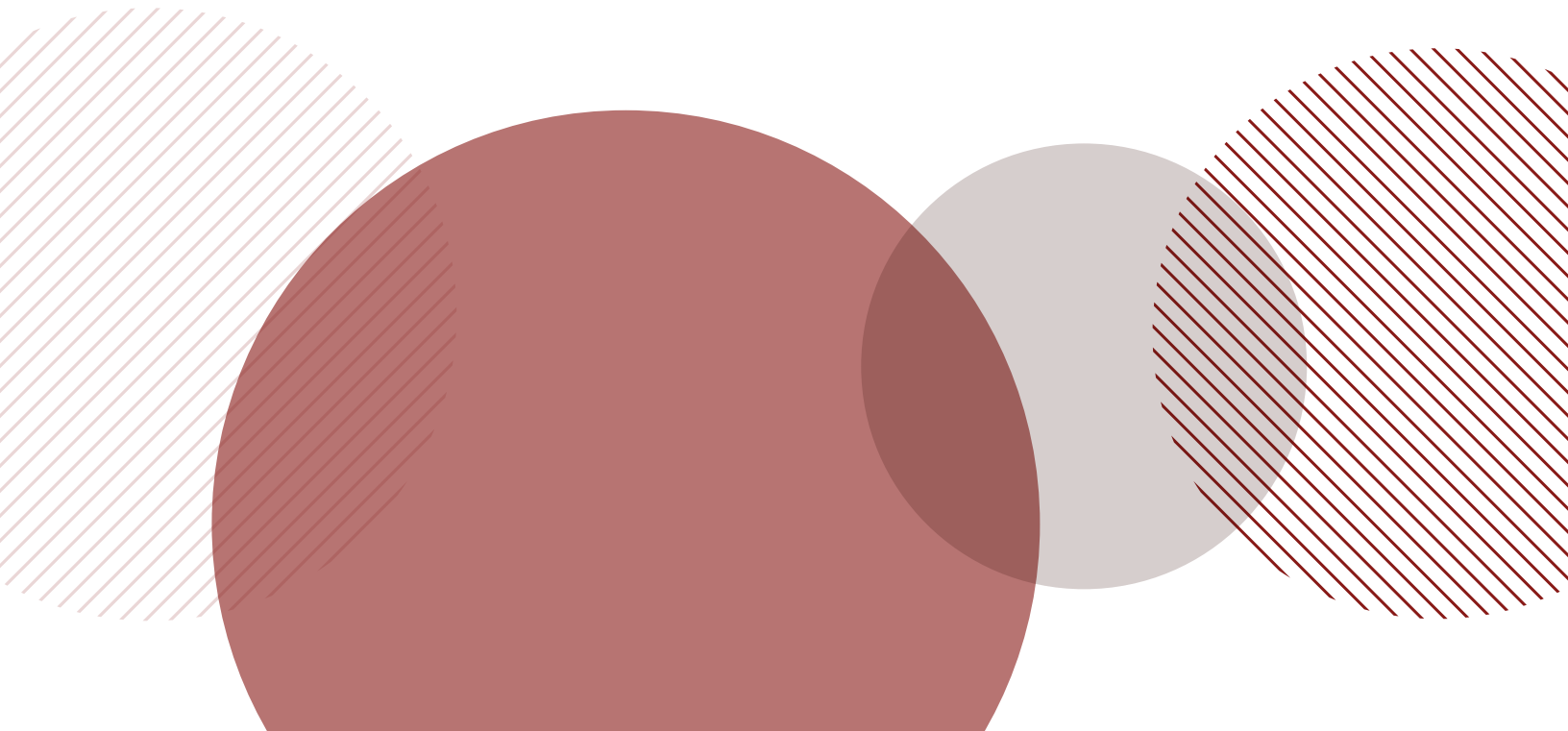
FEATURED SECTIONS

1. Why Quality Marketing Lists are a necessity.
2. How much does a list cost?
3. Check the quality of a list so that your company does not get blacklisted.
4. Compare lists, and the selects available.
5. Overview of some TOP responding email lists.



WHY QUALITY MARKETING LISTS ARE NECESSARY

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Why is it so important that companies use only quality data? Not too long ago, businesses would cast big nets, they would throw out promotions to hundreds of people and hope a few of those would respond back and maybe one or two would buy from them. These emails are now considered spam.

So now with compliance and regulations, it's better to find quality data and smaller lists.

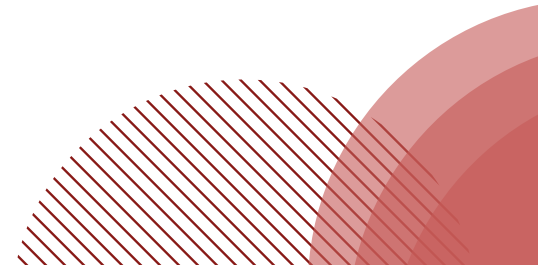
Emails that deliver immediate value or provide an actionable solution get clicks. The best way to improve your email opens is to have a targeted list.

It's always been important to use quality data to get a good response, and that's key. Everyone wants a response. But more importantly, now we're in the world of social media. And if you damage your reputation, it is going to be very hard to come back from that. If you use poor quality, harvested data, or scrape data off the internet, you will go into spam traps and you are probably breaking the law as well. It's not just about response, it's about your reputation and legality.

The stakes are three times higher than they used to be. But the good news is with the legislation, all of the data owners are working hard to make sure that the data is better quality, has its permission levels in place, dates, links, and click throughs, to make sure you are getting accurate data.

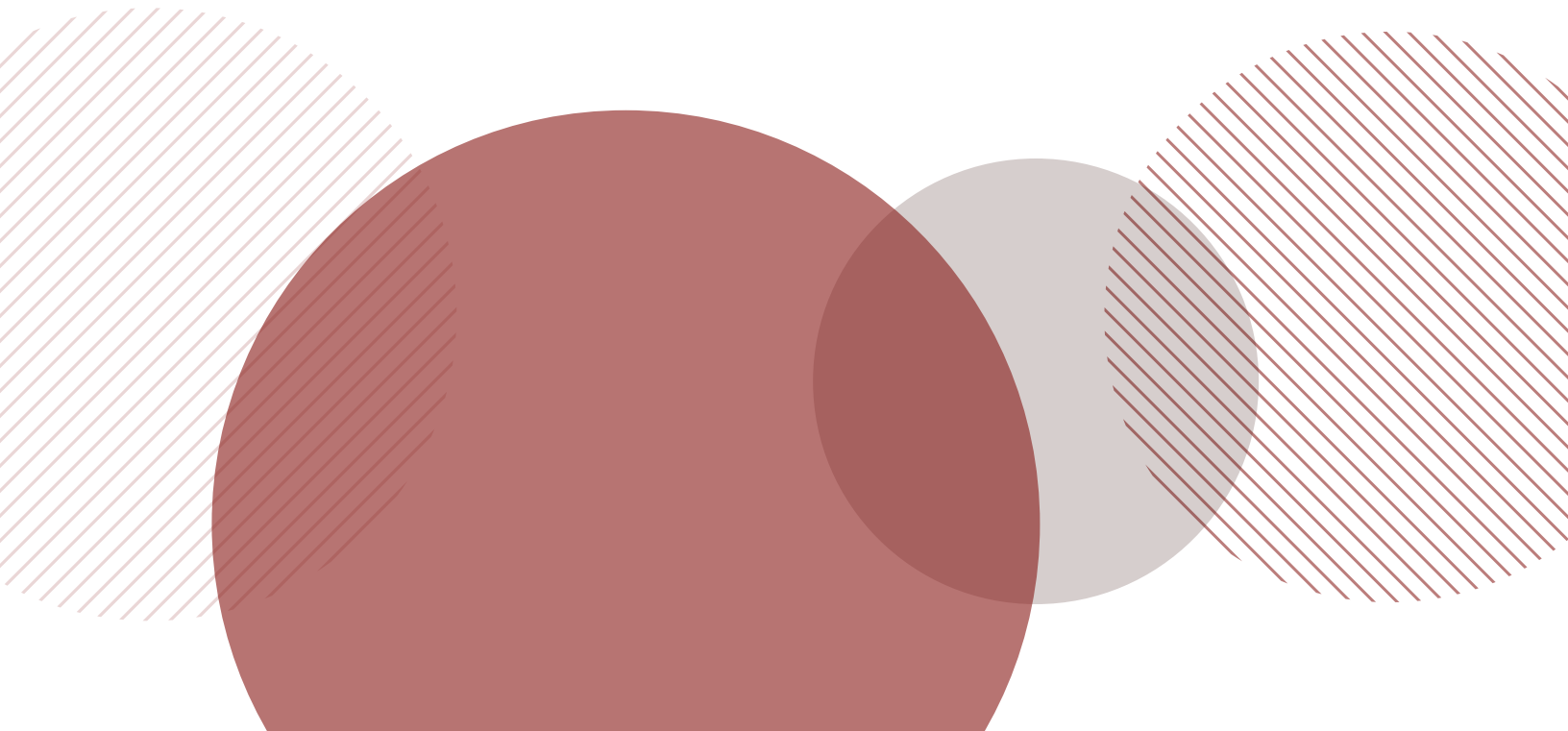
If you buy data from an unknown or unreliable source, you risk getting lists that contain false email addresses. This is why it's important to stick to quality, known data. You will get quality, verified information that will result in better response rates.

The more information you have the better you can target specific individuals and companies.



HOW MUCH DOES A LIST COST?

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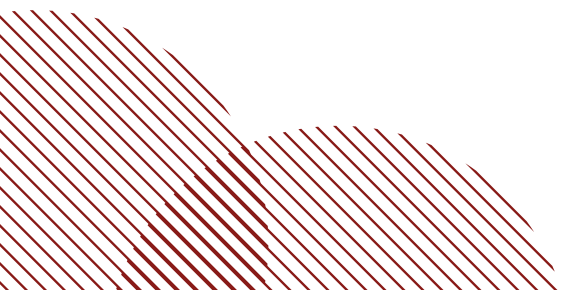
The owner of the data dictates the pricing of a list, so the cost varies depending on Industry, Selections, Geography, and most importantly, the Type of List: email, postal, telemarketing. The advertised price of most lists is on a cost per thousand basis (noted as /M). If working with a list broker, they can generally negotiate a lower price based on the volume they do with the vendor.

Before reviewing prices, you must make sure you are comparing apples to apples.

You can buy thousands of records for around \$100, but these files are a combination of records harvested from unknown sources and are not permission-based, they are considered "JUNK LISTS". Often, the people on these lists have not given their consent to be listed or opt-ed in. If the price is too low, the data is most likely old or illegally gathered.

In the next section there will be more information on how to determine safe lists.

“Reaching the right audience is essential for marketing to be effective. With any investment in marketing materials it is critical to pair it with high-quality lists.” Catherine Clapp, Harvard Kennedy School



2 TYPES OF LISTS – COMPILED & RESPONSE

Compiled Lists are a combination of records from a variety of different sources. For example, Dun & Bradstreet, Hoover and ZoomInfo. Some compiled lists are sold on a monthly subscription basis, but they do not give you the flexibility to test different industry-specific files to see which are the best for your offer.

The below pricing is based on one-time use:

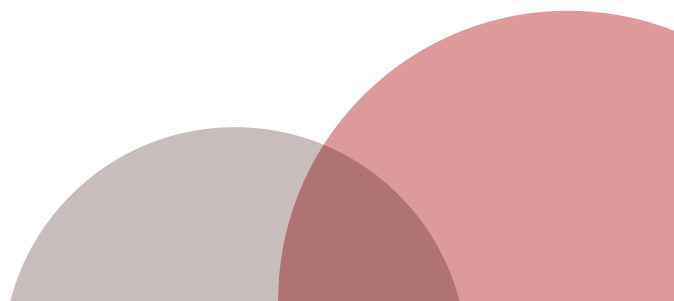
- Compiled Email List Prices: \$40/M - \$425/M
- Compiled Postal List Prices: \$65/M - \$375/M

Response Lists are a combination of individuals from industry-specific publishers/magazines and conference companies who have responded to a specific offer and have opted-in to receive 3rd party promotions. These lists are a valuable asset to the owner because they use the same files for their internal promotions. The list owners will never release the email addresses to an advertiser. The advertiser must send their created HTML to the list owner and they will deploy the email and the postal list delivered to a bonded mail house.

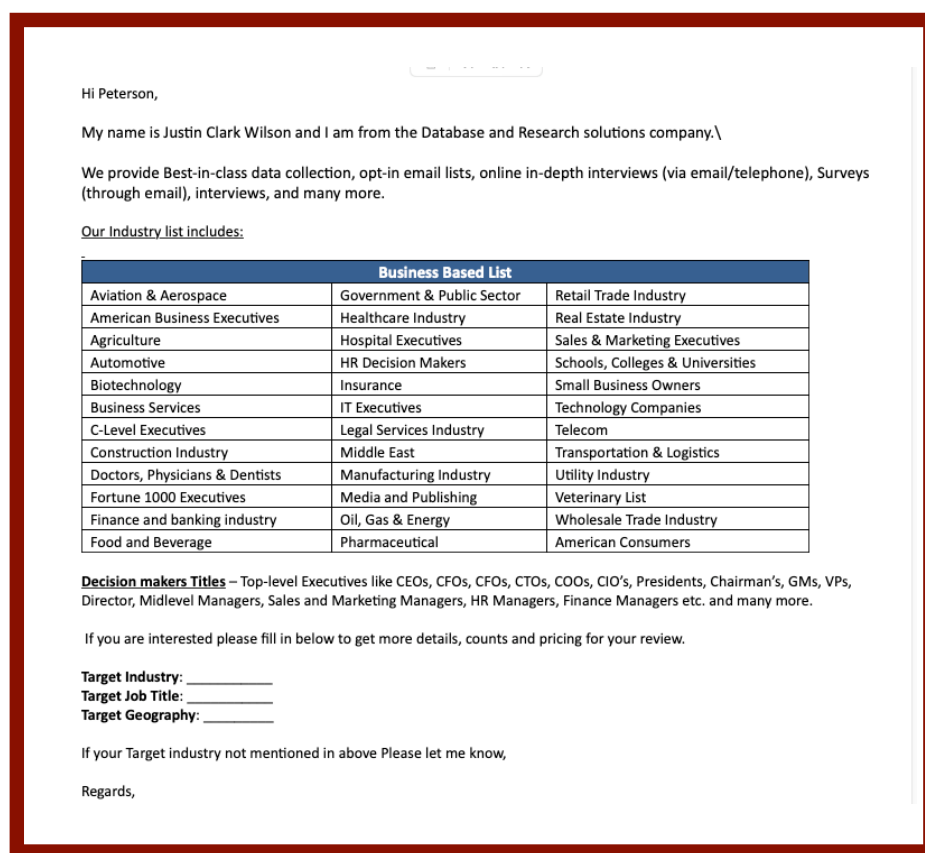
- Response Email List Prices: \$300/M - \$500/M
- Response Postal List Prices: \$150/M - \$325/M

Subscription costs can be thousands of dollars a month. The minimum on each list varies, but most vendors use a 5,000 list record minimum.

As mentioned above, we highly recommend renting data for one-time use. Start with a small test, analyze results and change selects to improve responses on later marketing campaigns. Once you have a good understanding of your specific audience, the greater your ROI will be.



Most of you have probably received an email that looks like this:



Have you ever tried to figure out the source of the list?

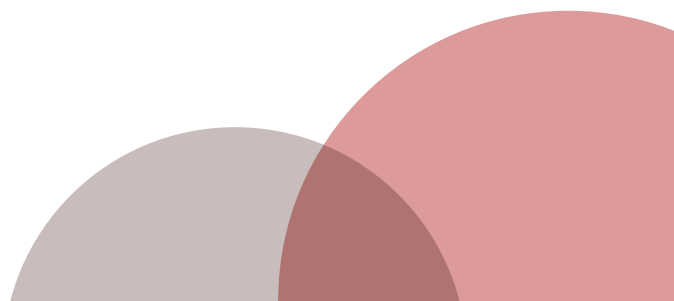
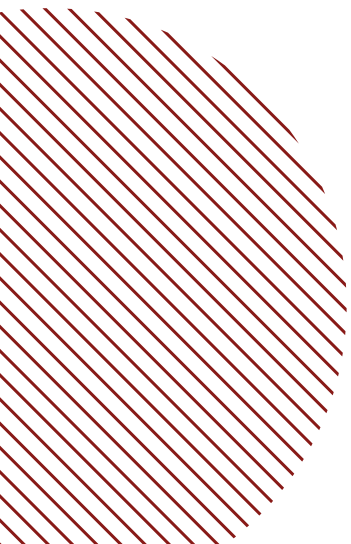
Have you ever asked them if the file is opted-in and compliant with all regulations worldwide?

I have asked these questions and never got a straight answer. I've even been asked "What is opt-in?"

Stay Away From This Type of List!

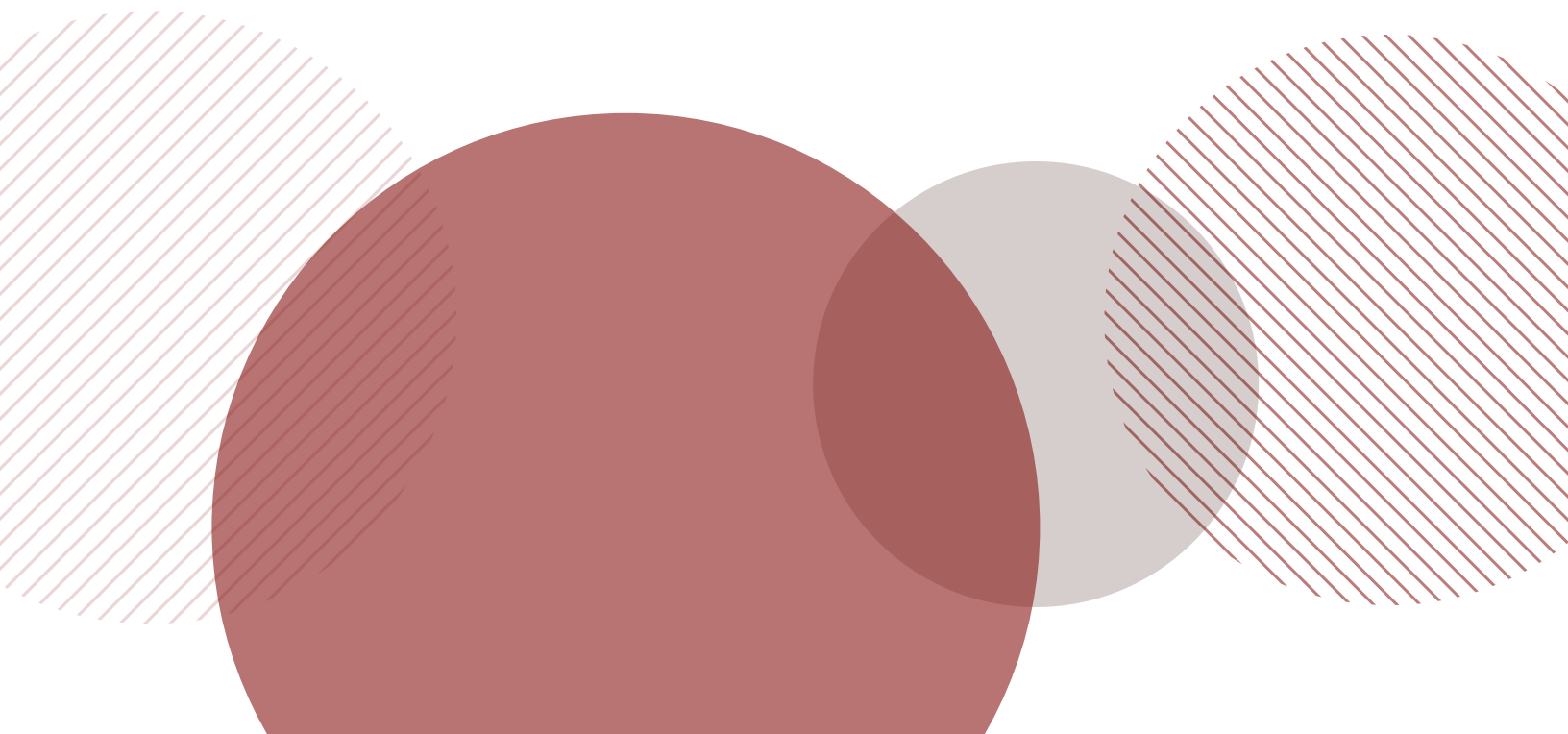
3 WAYS TO RENT OR BUY DATA

- **1 Year Lease of Data:** A 1 year lease allows you to use the data for 12 months on an unlimited basis. Due to GDPR, some list owners will only supply generic emails, so make sure you confirm that before ordering. These are some of the data fields you will receive information on: Company Name, Job Function, Full Postal Address, Phone Number, Email, Website URL, Primary Industry, Head Office, Employee Size, and Revenue. This data is phone verified regularly by individuals in English speaking countries.
- **Outright Purchase:** There are a few vendors that might allow you to purchase postal and email data, but this is not the norm in the data industry. This pricing varies from \$100/M to \$1,000/M, it all depends on the type of data you want to receive and how many selects you specify.
- **Renting Data for One Time/Multiple Use Option:** With this option, a client rents the data for 1-3x use on their chosen dates. We encourage our clients to use this option since it allows companies the most flexibility in planning a marketing campaign. Lists can be rented from multiple sources pulling different selects and test them against each other.



HOW TO CHECK THE QUALITY OF A LIST

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Before you rent or purchase a marketing list, you must do your research to ensure that the file you intend to use is compliant and opted-in. This research is critical because you must be sure the list complies with the regulations of individual U.S. States and Countries worldwide. Reputable list vendors will always get permission from each individual on their list that they agree to receive 3rd party promotions about products and services that may be of interest to them. You are not allowed to harvest a list; meaning gather information from public sources.

To protect your brand and confirm you are doing everything legally, you must know the following about each list you are thinking about using:

- Source of the list - How did the people end up on the list?
- Did they consent/opt-in to receive 3rd party messages?
- When was the list last cleaned and updated?
- How old is the file?
- Is the list being whitelisted under different names?
- Who holds the records and are they doing proper maintenance?

When working with reputable vendors, they will be able to answer these questions quickly and give you backup information to support the answers.

Quality list vendors understand the importance of keeping clean, updated data. They are not interested in one-off sales but about building a relationship by having a list that will produce the leads needed to reach your marketing goals.

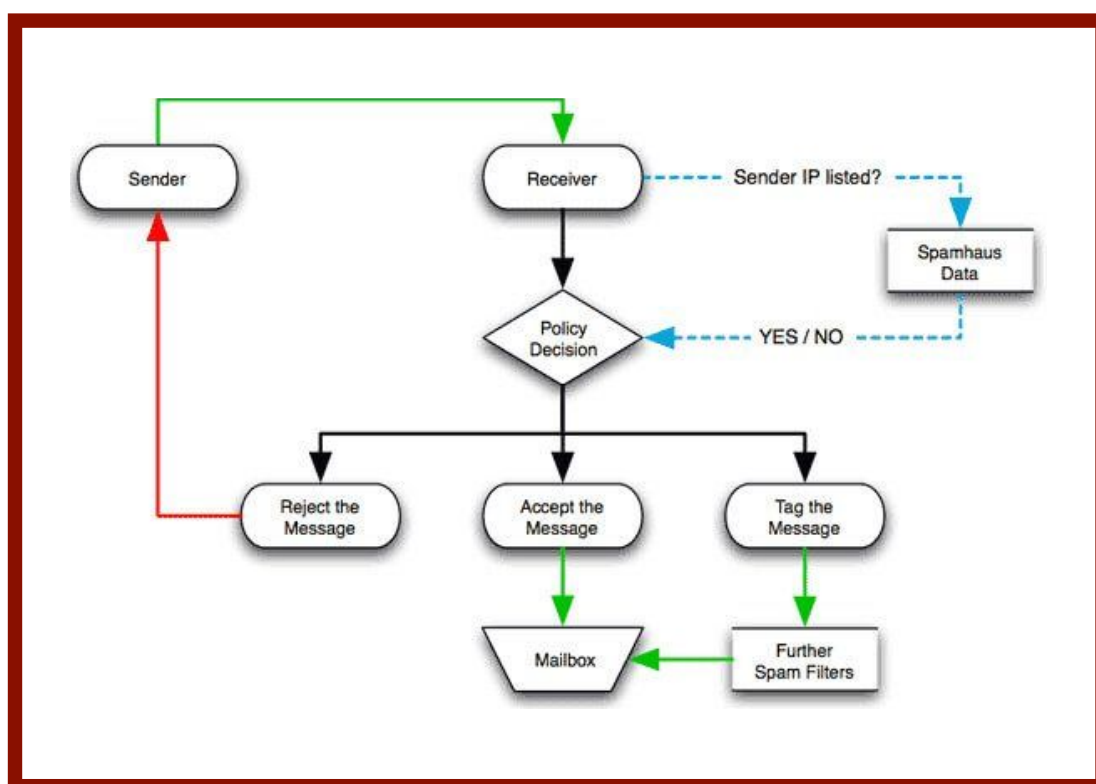


When using email lists, you must make sure you have answers to all the questions above so that your company does not get blacklisted.

For clarification, a blacklist is a list of IP addresses and domains that get classified as sending spam. Companies use blacklists to prevent spam messages from getting into their inboxes.

If your company domain gets blacklisted and labeled as a spammer, it will be tough to get any emails delivered. To have your company removed from a blacklist, you will need to find out why your company domain got blacklisted and try to fix it. Every blacklist has different steps you will need to do to get your company removed.

Spamhaus is the leading company tracking email spammers and spam-related activity. This flowchart from Spamhaus illustrates how messages get into the inbox or spam folder after passing through the blacklist.



When using external lists you need to know the following information to make sure the file is good to use and will reach your target audience.

- **Determine the Source** of any list you want to use. How are people added to the list? What actions did they take and what information did they supply?
- **Did they subscribe to a magazine?** Did they pay for the magazine or did they have to qualify to receive it? Review the qualification form which will show what selection criteria are available on the list. If the magazine is given out to everyone who asks, stay away from it.
- **Did they sign up for a newsletter?** Is it free and did they give any other details that would specify their title, industry, and buying influence? If the newsletter is free and the subscriber did not provide any information about themselves, it usually will not respond well because the list can not be segmented and is too broad.
- **Did they attend a conference?** How much did they pay to attend, and what questions did they answer upon registration? If anyone can enter the conference for free and does not give any details about themselves, stay away from it. Free shows are notorious for bringing in people who are just looking for free giveaways.
- **Where is the list stored?** Once you have all the answers to the above questions, confirm who is responsible for keeping it cleaned and updated regularly.

"Email marketing allows our company to specifically target the audience which assists us in getting our message to the correct individuals. This enhances our ability to gain new buyers and registrants for our auction sales." Lyn Bishop, VP of Marketing, Heritage Global Partners

To summarize, here are a few things to watch out for:

- If the price for the data is low, then the list is probably not a quality file.
- The list supplier is willing to release their email data to you. Reputable vendors will not release their email addresses to advertisers because it is a valuable company asset.
- Selling a conference attendee list before the conference takes place.
- If the vendor does not have clear answers on the source of the data and if each record is opted-in and compliant.

Communicate regularly with list suppliers or ask your list broker to check in with list owners to make sure they are doing their due diligence in keeping everything up to date and compliant.

For example, if you are doing an email campaign, check the OPEN and CLICK rates against past results and make sure you don't see a sudden drop off. Any drastic changes could be a sign the publisher has changed the way they are collecting the data. Monitor and analyze each marketing campaign and ask questions if you see some unpredictable results.



Lists that have criteria that the individual selected will always respond better because the information is more accurate and up to date.

Think about the last time you subscribed to a magazine or signed up to attend a conference. If you are paying to attend a conference, you are going to spend some time answering the questions accurately so you can get the most out of the show. Quality conference files normally respond very well.

Publications and conferences are usually straight forward about the titles they are advertised under. With Compiled Files, you have to do a bit more digging because several compilers will allow list managers to whitelist the file under any name they choose. You want to make sure you do not rent duplicate data, so ask a lot of questions about the origin of the file and make sure it is the cleanest data. If you can find a quality compiled list it will be a great way to test different audiences without breaking the bank.

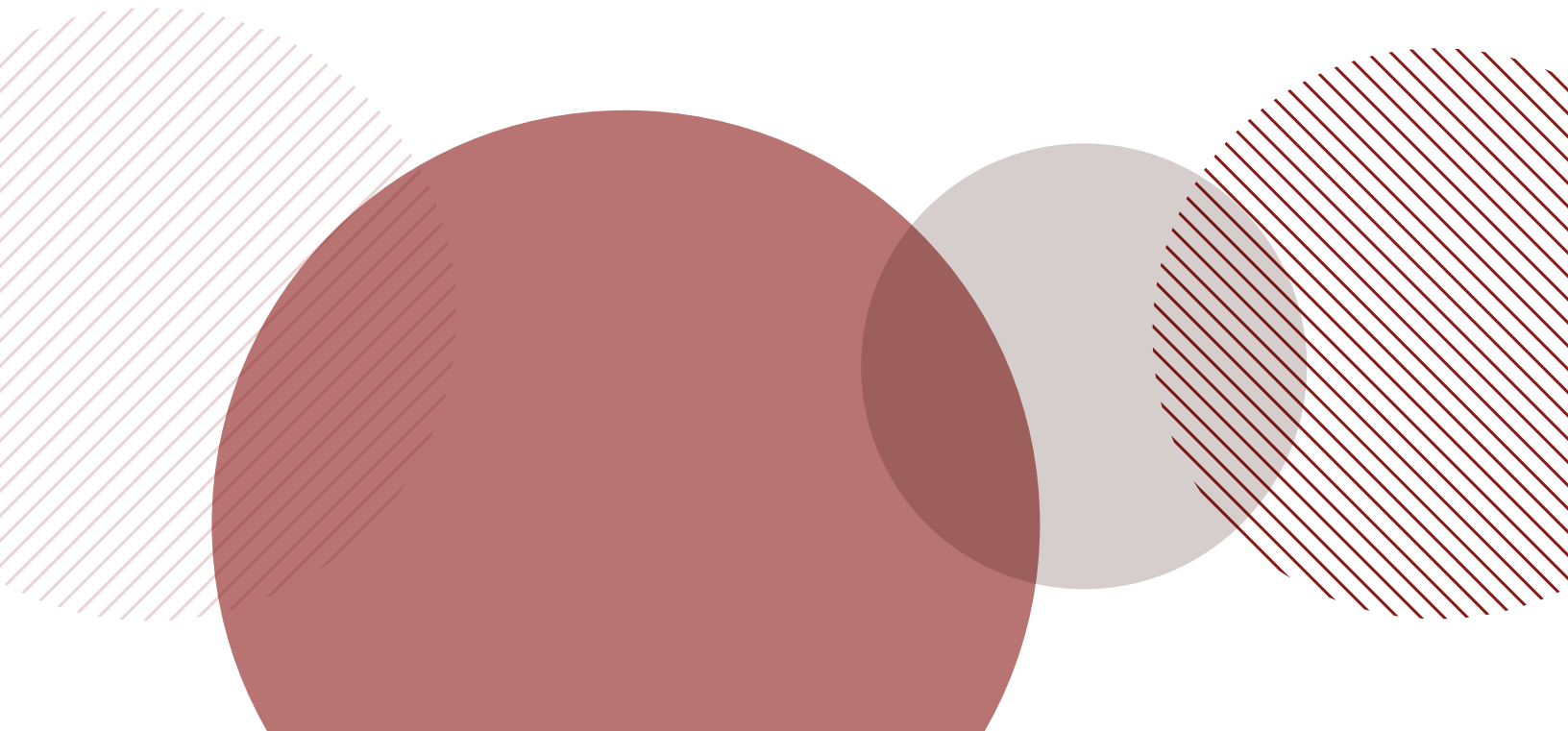
Do your research or ask your list broker because they usually have a compiled list in-house that has been vetted and works well for a variety of offers.

This research is very time-consuming but vital for your brand. Regularly talk with the list vendors to discuss their best performing lists. They can provide valuable feedback on what is working well for other advertisers. List brokers can help in this area since they regularly meet with list vendors to keep updated on the highest quality and best performing lists.



COMPARE AVAILABLE LISTS AND SELECTS

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Every business list has different selection criteria to choose from.

Compiled Lists are a combination of general information from the yellow pages, directories, and various sources. These have general select criteria available - Title, SIC code/NAICS code, Industry, Employee Size, Revenue, and Geography. If you can find a good, clean compiled list, it can be great for reaching particular industries within specific geographical regions.

Example: Reaching Pharmaceutical Manufacturers in NJ and MA.

Response Lists contain people who signed up for a magazine, attended a conference, or became a member of an association. The selects available on a file are questions asked on the qualification or registration form.

Some response lists can help you target people that have specified they are interested in what you have to offer. Magazine subscription forms will have subscribers fill out Purchasing Authority select that indicates what items they will be interested in purchasing.

Here are the purchasing selects available on Mailing System Technology Magazine list.

6. What do you plan to purchase in the next 12 months? (Check all that apply)

- | | | |
|--|---|---|
| <input type="checkbox"/> (a) Addressing Equipment | <input type="checkbox"/> (h) Internal Delivery/Tracking Systems | <input type="checkbox"/> (o) Shredders |
| <input type="checkbox"/> (b) Conveyor Systems | <input type="checkbox"/> (i) Labeling Equipment | <input type="checkbox"/> (p) Software Postal Automation |
| <input type="checkbox"/> (c) Disaster Recovery Services | <input type="checkbox"/> (j) Mail Carts | <input type="checkbox"/> (q) Sorting Machines |
| <input type="checkbox"/> (d) Envelope Openers/Extractors | <input type="checkbox"/> (k) Mail Center Furniture | <input type="checkbox"/> (r) Stamp Affixers |
| <input type="checkbox"/> (e) Folding Machines | <input type="checkbox"/> (l) Postage Meters | <input type="checkbox"/> (s) Strapping/Tying Machines |
| <input type="checkbox"/> (f) Incoming Mail Proc Systems | <input type="checkbox"/> (m) Postage Scales | <input type="checkbox"/> (t) Tabbers |
| <input type="checkbox"/> (g) Inserters | <input type="checkbox"/> (n) Self-mailer Sealing Equipment | <input type="checkbox"/> (u) Traying Machines |

When looking to see if lists can reach your target audience, preview Media Kits, Qualification Forms and Data Cards.

There are over 60,000 + lists available to rent.

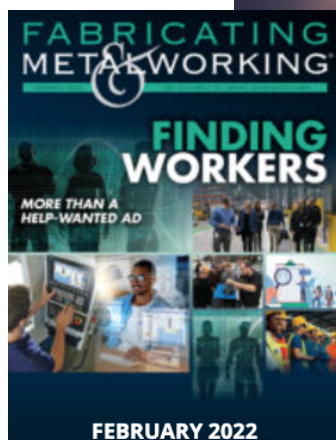
The following list is a sample of different marketing lists available with numerous and varied criteria that can be selected when the list owner is pulling a list together.

Compiled Lists -

Business Executive Database
GV Business Executives – Worldwide

Response Lists -

Beverage Industry Magazine
BioProcess International Magazine
Document Magazine
Heavy Duty Trucking Magazine
Heat Treat Today
Informa Masterfile
Laboratory Equipment Magazine
Life Science – Terrapinn
Mailing Systems Technology
Personal Fitness Professional Magazine
Semiconductor Digest
Transportation – Terrapinn



If there is a specific select you want and you don't see it, talk with the list owner or your list broker because they might know a different way to reach those people. Some publishers/conference companies will give suggestions of other sources to look at.

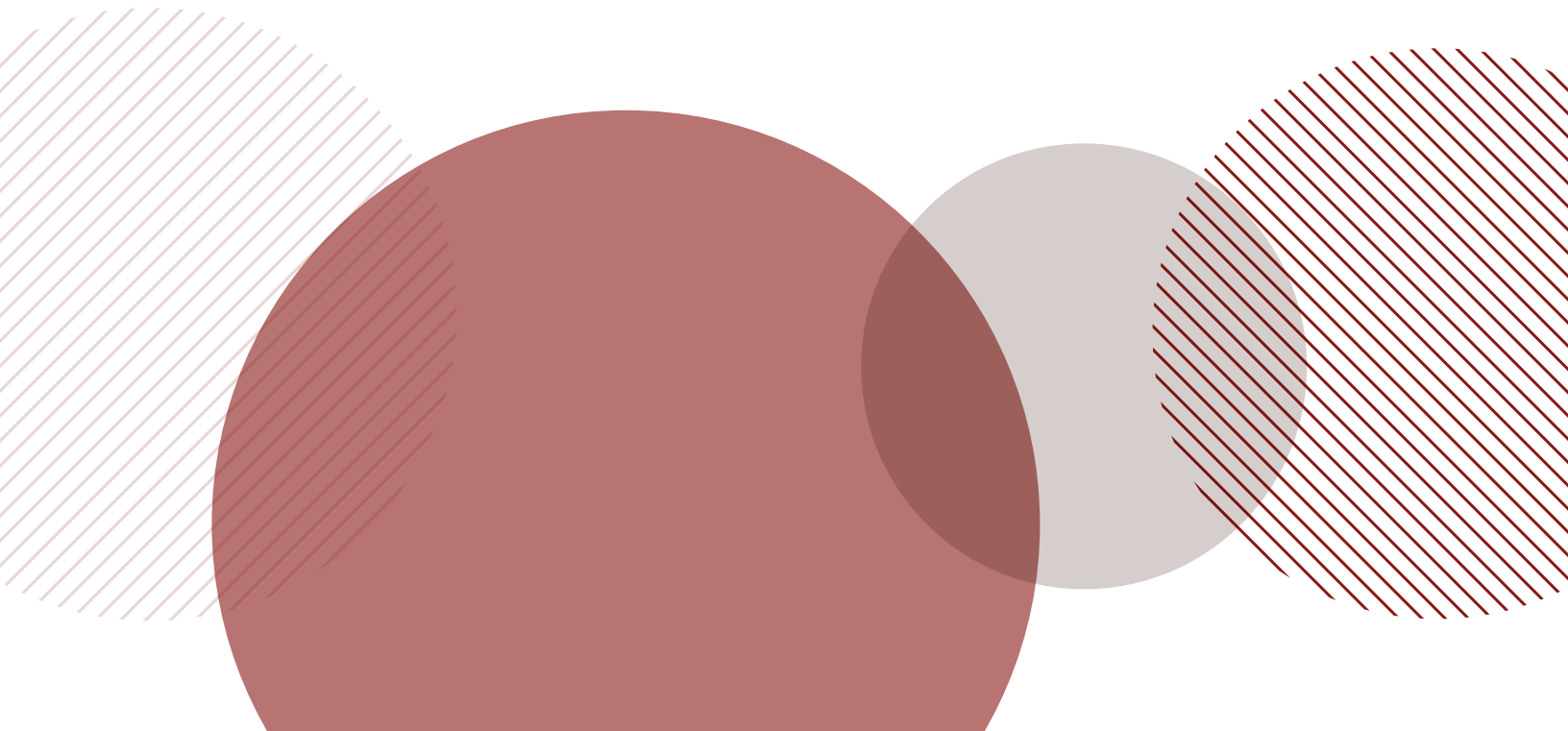
Here are the reasons reputable publishers and conference companies understand the importance of being honest and making sure you are only targeting people interested in your offer.

- 1.They want to make sure your campaign yields a good response.
- 2.They do not want to bombard their list with irrelevant offers.
- 3.They will only do things that will help grow this valuable asset.

“Direct Marketing has become one of the best and most cost-effective ways to create nurturing campaign to engage with customers. Marketing lists allow you to segment and differentiate between targeting your audience and then delivering the most appropriate message to the appropriate group, driving the best results.” Amy Miller, Director, Digital Engagement, Informa

OVERVIEW OF TOP RESPONDING LISTS

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Recommendations are made based on what lists will reach your audience, previous tracking history, and budget. When you have a time-sensitive offer, you will have to consider how fast the list vendor can process a list order. Most list brokers know which files can be processed quickly to make sure the campaign stays on schedule.

Below are the lists by Industry that have had the BEST response rates by verticals so far this year.

List Name - Click Thru Rate
(calculated from the number of emails sent)

Beverage/Food

Baker & Biscuit Magazine - 7.35%

BevNet Magazine - 6.37%

Dairy Foods Magazine - 4.90%

Biotech/Pharmaceutical

BioProcess International - 5.20%

Laboratory Equipment Magazine - 5.57%

Pharma Intelligence - 6.30%

Terrapinn Life Science Conferences - 4.89%



Metalworking

Foundry Management & Technology - 4.33%

Metalforming Magazine - 5.29%

Stamping Journal - 5.08%

Energy

Informa Connect Energy - 5.35%

National Driller - 3.25%

Oil & Gas Journal - 4.38%

Transportation

Bulk Transporter Magazine - 7.33%

Bus & Motorcoach News - 7.75%

Informa Connect Maritime - 8.70%

Mass Transit Magazine - 3.28%



Other Industries

Chemical Processing Magazine - 4.60%

Game & Developer - 9.66%

GV Business - 10.33%

Laser Focus World - 4.49%

Mining Magazine - 6.22%

Keep in mind the response rates reported above are World Innovators' orders placed for various clients. Every campaign must be analyzed on its own merits because there are so many different variables that come into play.

Marketing is all about testing, and even when you find something that works, you must regularly review and analyze the results.

With people getting hit with marketing messages at every turn, it is important that you target the right audience with an offer that will benefit them in some way. It is tough to reach your marketing goals with one-off promotions, so we strongly recommend talking to vendors about Multi-Channel or Multi-Frequency campaigns.

Sending people multiple messages allows you to nurture them into becoming a lead with a stronger chance of converting them to a buyer.

Here are some packages that have worked well:

- Postal campaign + Email that hits after postal piece is received.
- 3x email blast - HTML with images & short personalized note.
- Email blast and then send a postal piece to the people that open.
- Email blast and E-newsletter Banner.

Always ask vendors what packages have worked best with their subscribers. In all of these package arrangements, the spacing of the promotions is crucial.



Too close together, you look like a stalker.
Too far apart, you lose the momentum of a multiple
touch campaign.

Before you start any marketing campaign, sit down and set up a cohesive strategy that will help each touch build off the last and nurture your prospect into becoming a buyer.

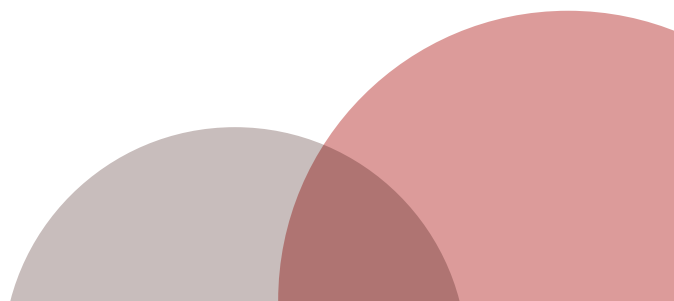
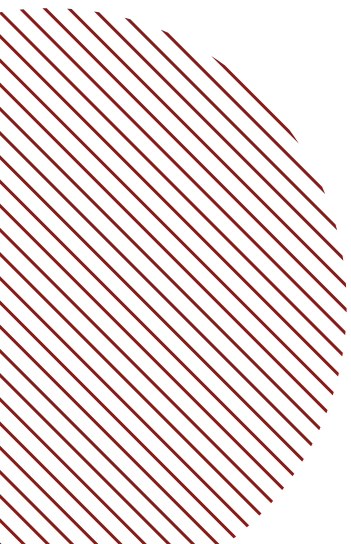
Be authentic in your messaging and make it educational and appealing.

This is where a reputable list broker can be a valuable asset by finding you the appropriate lists and providing guidance on your marketing piece.

After reading this Marketing List Guide, we hope you now have confidence in renting/purchasing marketing lists that will **ENHANCE** your brand and **INCREASE** sales by reaching your specific audience that will be interested in your offer.

You know:

- What is a fair price to pay for a quality list.
- How to determine a quality list that will not harm your reputation.
- How to research the right source that has the best selection criteria to reach your target audience.



If you would like additional information on finding the best marketing lists to reach your target audience, please feel free to reach out to us.

We also offer Marketing Consulting services if you want an evaluation of your marketing path.

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