

AVOID BAD EMAIL LISTS

A 6 POINT B2B CHECKLIST

Utilizing Quality Email Sources to Ensure Best Email Practices

- Source Credibility:** Ensure records come from trustworthy sources, confirming opt-in status and industry relevance. This fortifies your brand as you reach the right subscribers.
- Audience Alignment:** Know your target intimately and craft communications that resonate deeply, making recipients feel understood.
- Data Hygiene:** Regularly clean your database, removing duplicates, invalid emails, and role-based addresses to maintain a precise and potent list.
- Opt-In Compliance:** Verify that all emails have opted in to marketing communications, confirming willingness to receive messages.
- Verification Tools:** Employ tools like Fresh Address/AtData or Zero Bounce to validate email addresses, removing spam traps and safeguarding your reputation.
- Regular Updates:** At a minimum, review your database quarterly to ensure accuracy, akin to industry standards where updates are made daily.

Need help researching and finding quality lists that will respond to your offer, please feel free to reach out to us -
Inquiry@worldinnovators.com

