

# Data Appending

Home Retail Store

## Challenges

The client needed to clean up their email database in order to better communicate with their customers. However, many of their emails were undeliverable or incorrect, hindering the success of their customer engagement efforts.

## Solutions

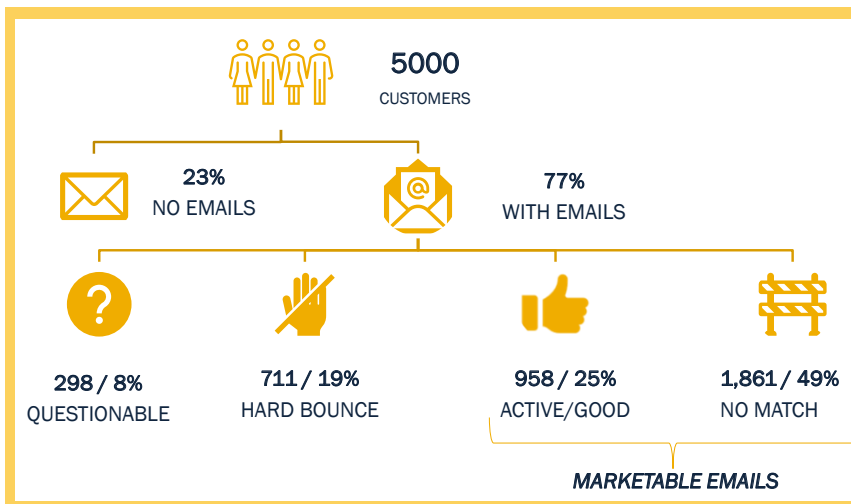
**Email Hygiene:** Identified the emails that could be delivered to successfully, as well as the bad emails that were impacting email deliverability.

**Email Append:** Added email addresses to customer records that were missing emails.

**Additional Emails in Household:** Added additional contacts and emails in the household. Since many people in the household could be influencing purchase decisions, the retailer wanted as many emails in the household as possible to increase their likelihood of reaching the influencer.

**Additional Emails per Contact:** Provided additional known emails to existing customer records.

## Proven Results



**43% Lift**

in marketable emails

**20% of emails**

were identified bad and 8% "questionable"