COMPANY DOUBLES USE OF EZINE LIST

The Situation
A list manager client of ours came to us with a list of 1.5 million email addresses. What she wanted to do for her client, who publishes a very large ezine, was to append their list of email addresses with postal addresses along with other demographic and behavioral purchasing data. This would enable her to develop new markets and create additional revenue for her client.

The Solution
MMI Direct set out a detailed plan, complete with flow charts of procedures and processing to help her accomplish the goal. The email list was appended with postal addresses. Then the list went through a series of hygiene processes including NCOA, PCOA, address enhancement, de-dup, deceased, etc. to achieve the most current deliverable postal addresses for this email list.

Finally, demographic and behavioral data were added to the file such as age, gender, hobbies, sports enthusiasts, travel, donors, mail orders buyers, etc.

The Results
Our client was able to transform the list of email addresses into a valuable asset that could not only be used for more targeted email campaigns, but greatly increased its value by making it usable for direct mail campaigns as well. MMI Direct's process transformed the email list into a complete postal and email list which now generates additional product sales as well as additional list rental revenue for her client.