

Increasing Member Engagement with Clean Data

a case study

Why Clean Data Matters to Email Marketers

Did you know that clean data has a direct impact on deliverability? It might seem obvious, but the real challenge lies in how to systematically **keep** your data clean. The **Minnesota Society of CPAs** (MNCPA) and the **Clinical Laboratory Standards Institute** (CLSI), each recognized a need to improve email deliverability and thus member engagement, after analyzing the data their email marketing platform, Adestra, surfaced. Emails sent from Adestra that have bounced 3 consecutive times in a period of 16 days are automatically assigned as a "Known Bounce" in order to ensure IP address integrity and keep domain reputations intact. If left untended, a growing Known Bounce list serves as a pretty strong indicator that there is a systemic problem causing emails to bounce regularly, reflecting a need to take action. MNCPA and CLSI recognized the indicators and decided to take a stand against "dirty" data by participating in HighRoad's Data Hygiene and Data Validation Programming.

The goals of HighRoad's Data Hygiene and Validation Programs are to implement processes and procedures to reduce the amount of data "churn" and ensure the right SOPs (Standard Operating Procedures) are in place to keep the data clean. The program consists of email list analysis, monitoring sender reputation, joint workshops to identify process owners as well as accountability. Both MNCPA and CLSI extracted their Known Bounce data from Adestra and had their lists validated by a data analysis tool. The analysis, which also identified spam traps, allowed both organizations to sift through data that could be removed immediately, and identified specific contacts best suited for a re-engagement campaign.

The results:

While taking care of the immediate problem around invalid email addresses, MNCPA and CLSI experienced great success with their re-engagement campaign efforts. MNCPA reported a 28% open rate, 31% click-through rate and identified an additional 700 contacts out of 1,650 email addresses initially marked with an "unknown status" as bad addresses that could be globally suppressed. CLSI saw an 8% improvement in open rates and 30% improvement in click-through rates 30 days after running through the program.

Both organizations plan to run the analysis and re-engagement campaign on a quarterly basis as part of their data maintenance efforts to ensure better deliverability and thus improved marketing results.



How does HighRoad Solutions' Data Hygiene and Validation Program Work?



How we deliver our services:

We understand it can be frustrating to see the number of contacts going into a suppression list continue to climb, but you don't have to accept that it's just something you have to live with. We've crafted a suite of professional Data Hygiene and Validation services that combine our deliverability expertise with our field marketing digital saviness to help associations take control of their data and build best practices around the ongoing management of their data cleansing processes. As a result, organizations no longer have to helplessly watch their lists inflate with unengaged contacts, but can take quarterly (or more frequent) directives to analyze and optimize their data.

To learn more about **HighRoad's Data Hygiene and Validation services**, contact your Strategic Account Manager now.