## Re-engage Dormant & Inactive Subscribers
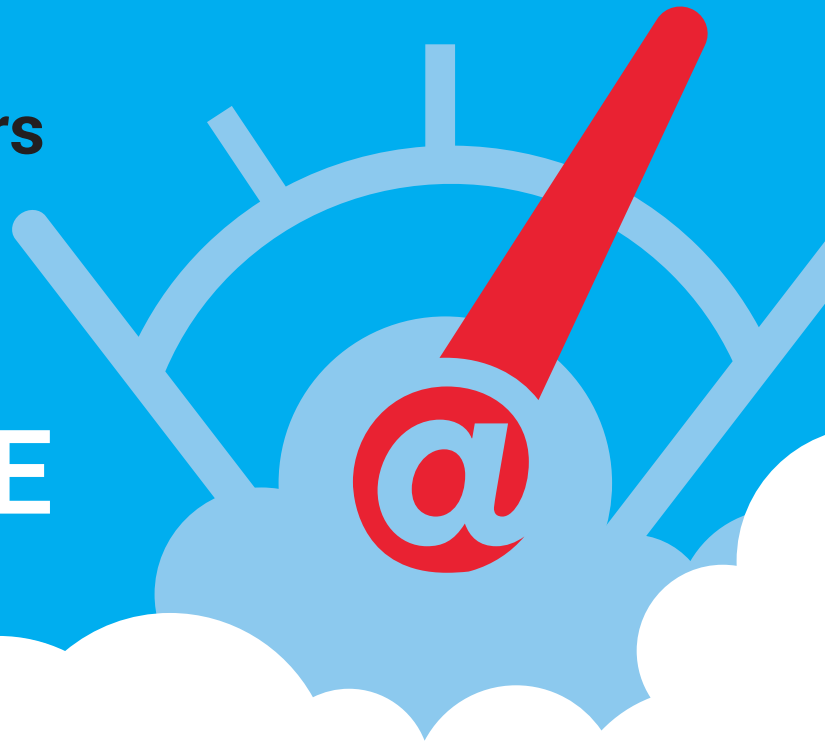
# TO BOOST LIST SIZE & RESPONSE

## Inactive subscribers often comprise as much as 40 to 50% of an email marketing database. You can do something about them.

Having emails on your list that don't open or respond to email messages muddies email performance, putting marketers at risk for poor sending reputation, decreased inbox placement, less engagement and, most importantly, reduced revenue.

Similarly, dormant email addresses that have not been mailed for a long period of time represent a potentially valuable asset that can boost your email audience and sales. But, if you haven't mailed an email list in a year, you're likely afraid to start now—especially considering hidden spam traps and extra-high bounce rates will burn out your IP addresses.

How do you figure out which email addresses are safe to mail? How do you separate the wheat from the chaff among your inactive subscribers? The answer lies in the fact that many of those subscribers you've labeled "inactive" aren't inactive at all. In reality, they're actively opening and clicking emails—just not yours.

# Identify Actively Used Email Addresses Likely to Respond to Your Marketing Messages

| ACTIVITY SCORES | |
|---|---|
| 5 | Active |
| 4 | Probably Active |
| 3 | Possibly Active |
| 2 | Unknown |
| 1 | Inactive |

**TowerData's Email Activity Score combines email open activity, social media engagement, website registrations and email validation to measure the activeness of each address.** Our service analyzes more than 1 billion records processed through TowerData's API each month, returning an activity score from 5 to 1, where 5 represents an email address that is actively engaged across the TowerData network and 1 represents a dead or abandoned address.

# Remove Unsafe Data and Confidently Re-engage Inactive Subscribers

Gain the confidence to prune dead or unsafe emails and re-engage those that have shown recent activity elsewhere. **The Email Activity Score helps you identify which email addresses are safe to mail, actively used and most likely to respond to marketing messages.** Start by reaching out to email addresses most likely to respond (those with an activity score of 5), and work your way through lower scores to improve email deliverability and response rates. While best applied to inactive files, Email Activity Scoring is valuable for segmenting your entire email database for responsiveness.

Email Activity Score is offered as part of TowerData's
Email Intelligence suite of services.

**Contact us to learn more about the Email Activity Score or to try a free Email Intelligence test today!**

**towerd@ta**

379 Park Ave South, 5th Floor
New York, NY 10016

tf 866-377-3630
ph 646-742-1771
info@towerdata.com

www.towerdata.com