The Data You Need & 4 Ways to Use It

Do you read every banner ad you see or every email you receive? Of course not, no one does. As consumers, we're bombarded with offers everyday. Even marketers, who have a professional interest in them, are going to toss, ignore or delete most of the ads they receive. It's the simple truth: People have gotten pretty good at blocking out irrelevant messages. **How then do you get customers and prospects to pay attention to your marketing messages? The key is data.**

Email Enhancement Provides the Data You Need

To craft and present engaging offers, it's crucial to know who a person is, where she is and what she's interested in. Yet many times marketers only ask for an email address during the opt-in process—and that tells you almost nothing about the user. Fortunately, an email address is all that's needed to unlock a wealth of information about your subscribers.

TowerData's real-time Email Enhancement service matches more than 30 demographic, purchase and interest data fields to email addresses by aggregating website registrations and public records, as well as transactional, survey and census data. Within a fraction of a second, Email Enhancement provides valuable insights on 80 percent of new or existing subscribers. Simply put, **Email Enhancement gives you the data you need to create engaging content, grab buyers' attention and increase conversion rates.**

4 Ways to Leverage Email Enhancement

1) Make a Killer First Impression

According to Epsilon's Email Trends report, 65 percent of email subscribers that have been in a marketer's database for less than three months have no opens or clicks. This means marketers are failing to engage most subscribers at the best opportunity: when they first sign up. **With real-time Email Enhancement, you can instantly tailor content to new leads.** As soon as you capture an email address, use the data from Email Enhancement to display on your website or send messages that should appeal to the characteristics and interests of that person.

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2) Customize the Subscriber Experience

Remember when personalizing emails meant including the subscriber's first name? Kiss that goodbye! With Email Enhancement, you can customize the subscriber experience like never before. Use Email Enhancement data to customize subject lines, content, images, calls-to-action, offers, landing pages and more. **The more your emails speak to your customers, the more likely they'll be to click, respond and buy.**

Email 1 (unmarried female):

Jane,
Treat yourself this holiday season.

Get $25 off your next purchase of $100 or more at ABC Spa.

Email 2 (married female):

Jane,
The hunt for your husband's perfect gift can be stressful.

Take a break from the holiday hustle with $25 off your next purchase of $100 or more at ABC Spa.

Email 1 (unmarried male):

John,
Help the women in your life ease the holiday stress with a visit to ABC Spa.

Get $25 off your next purchase of $100 or more.

Email 2 (married male):

John,
Give your wife the gift of relaxation.

Treat her to a day at ABC Spa. Get $25 off your next purchase of $100 or more.

See the difference a few key data points can make!

Knowing subscribers' name, marital status and gender is all it takes to craft highly customized emails.

3) Create Context for Behavior

Consumers' actions do not always accurately reflect who they are. Take, for instance, a subscriber who purchases The Little Mermaid on DVD. Using buying behavior alone, you may assume this subscriber loves Disney® movies. But that's not always the case. What if your subscriber is a father buying his daughter a birthday gift? He'll be turned off by messages prompting him to buy additional Disney titles for himself. But with demographic data, you can market other Disney movies as presents, not personal purchases. **Data acquired using Email Enhancement can help you create context around subscriber behavior.**

4) Enable Segmentation

It doesn't always make sense to mail your entire list. For example, a non-profit might want to target the most affluent members of its list; an e-tailer might send an ad for Yankees gear to people in New York but not Boston; and a bank could exclusively target homeowners for a refinancing offer. Data-driven segmentation has been shown to increase open rates by 39 percent, lower unsubscribe rates by 28 percent and boost revenue by 24 percent. **Use Email Enhancement to identify the segments of your customer database that will be most responsive to your message.**

Along with the rest of our Email Intelligence suite, TowerData Email Enhancement will help you gain a deeper understanding of who your customers are and how to reach them with the most relevant offer. ***Contact TowerData to learn more.***