

Email appending offers marketers the ability to quickly and affordably build their email database.

Catalog Results

Catalogers will identify approximately 15-20% of customer e-mail addresses through LSC Digital's e-mail append process. Average response rates for matched names are normally about 85% of self-reported email addresses. Delivery rates for appended e-mail addresses are 99.9%+.

Publishing Results

Publishers' advertising revenue for appended e-mail addresses that are added into the eNewsletter circulation are over 90% of those that are self-reported with a much higher delivery rate. Revenue for subscription and product sales is normally about 85% of those self-reported e-mail addresses.

Retail Results

Retail marketers report very little decline in response rates for appended email addresses versus self-reported email addresses. Appended e-mail addresses also offer as much as a 200% delivery increase. E-mail appending is the most cost effective way to build the marketing database that is used for driving same store traffic and sales and special events.

