Better Way to Deal
with Bad Contacts in your email List

On any email list, there will be bad contacts. These bad contacts used in email campaign result in hard bounces, or bring down campaign success.

In email marketing lingo, bad contacts also increases hard bounces, or reduces marketing ROI. The reality is that unless you reconnect with these subscribers, you're losing the opportunity to connect with them.

So, what's holding you back?

- ✓ Lack of time to cleanse the house file
- ✓ Fewer resources to manage data
- ✓ Budget restrictions

Solution lies with Data Enhancement

Acquire fresh, deliverable data that helps replace bad contacts in your database. Our proprietary data enhancement services are best for clients looking to add fresh contacts in the place of wrong information.

B2Bdataparnters – Data Enhancement

We assist our clients by verifying, cleansing, and appending business firmographic details to each customer record.

How it works:

1. You send incomplete file to us (.txt, csv, excel)
2. Tell us about the data
3. We will work on your file (append, cleanse, scrub)
4. Test you data after fixing it
5. Return completed file

After we work on your file, the new data will be:

- ✓ Correct and free from typos
- ✓ Single version of truth – No Duplicates
- ✓ Valid and deliverable email address

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Data Append & Enhancement