



# THE B2B BUSINESS MAILING LIST ROI BLUEPRINT

How to Build Your Business through Email Marketing





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This paper includes guidelines on how you can leverage your B2B Business Mailing List with Email Marketing, how to calculate your Email Marketing ROI, metrics you need to consider and strategies you could use to improve it.

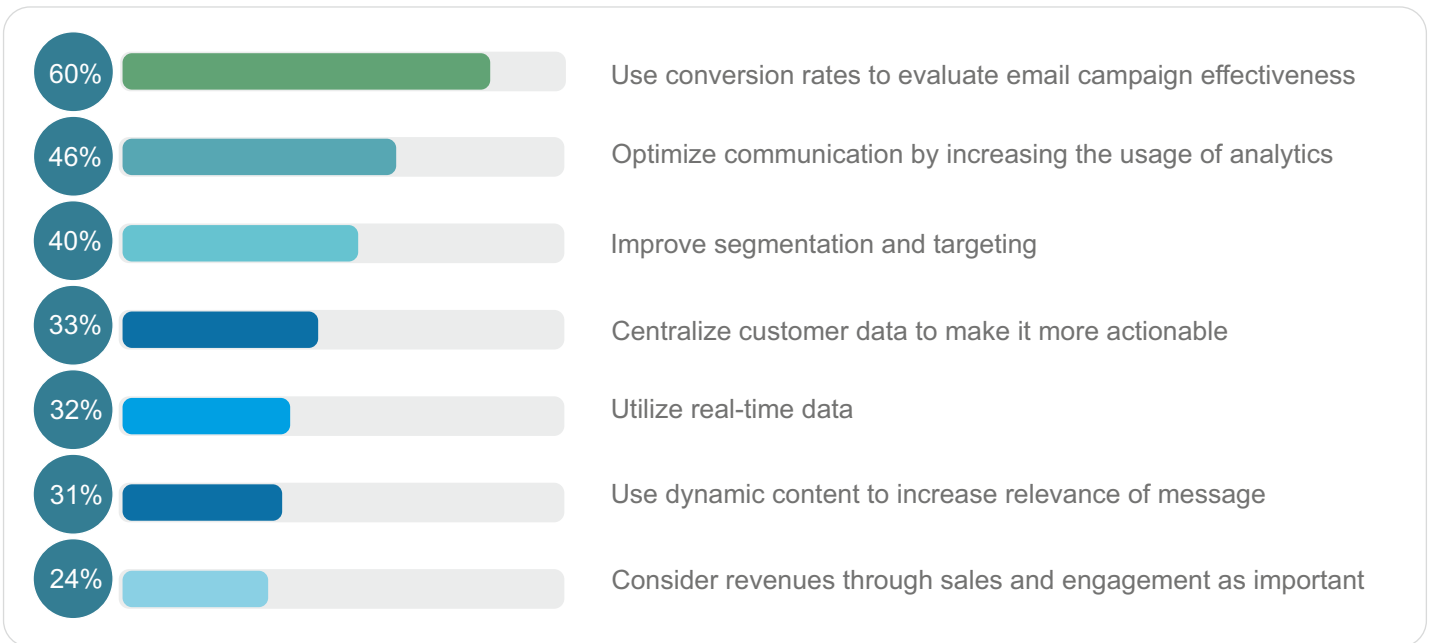
# Introduction

One of the main benefits of owning a B2B Business Mailing List is to use it for email marketing. Among all digital marketing channels, email marketing is not only considered to be the preferred channel, it is also a channel that generates maximum ROI. Therefore to know whether your investment in a B2B mailing list is worth it, you need to know your Email Marketing ROI.

## The New Avatar of Email Marketing

Email marketing has transformed and evolved. There is noticeable change in the type of emails created, the designs preferred, tone of messaging, the target audience and the change in focus on segmentation. As a practice, email marketing was conducted with a blanket marketing approach earlier. This has been replaced by targeted, segmented and trigger-based campaigns, and the primary objectives of B2B marketers have evolved as well.

## The Primary Objective of Email Marketers is Keeping Data Updated than Acquiring Data

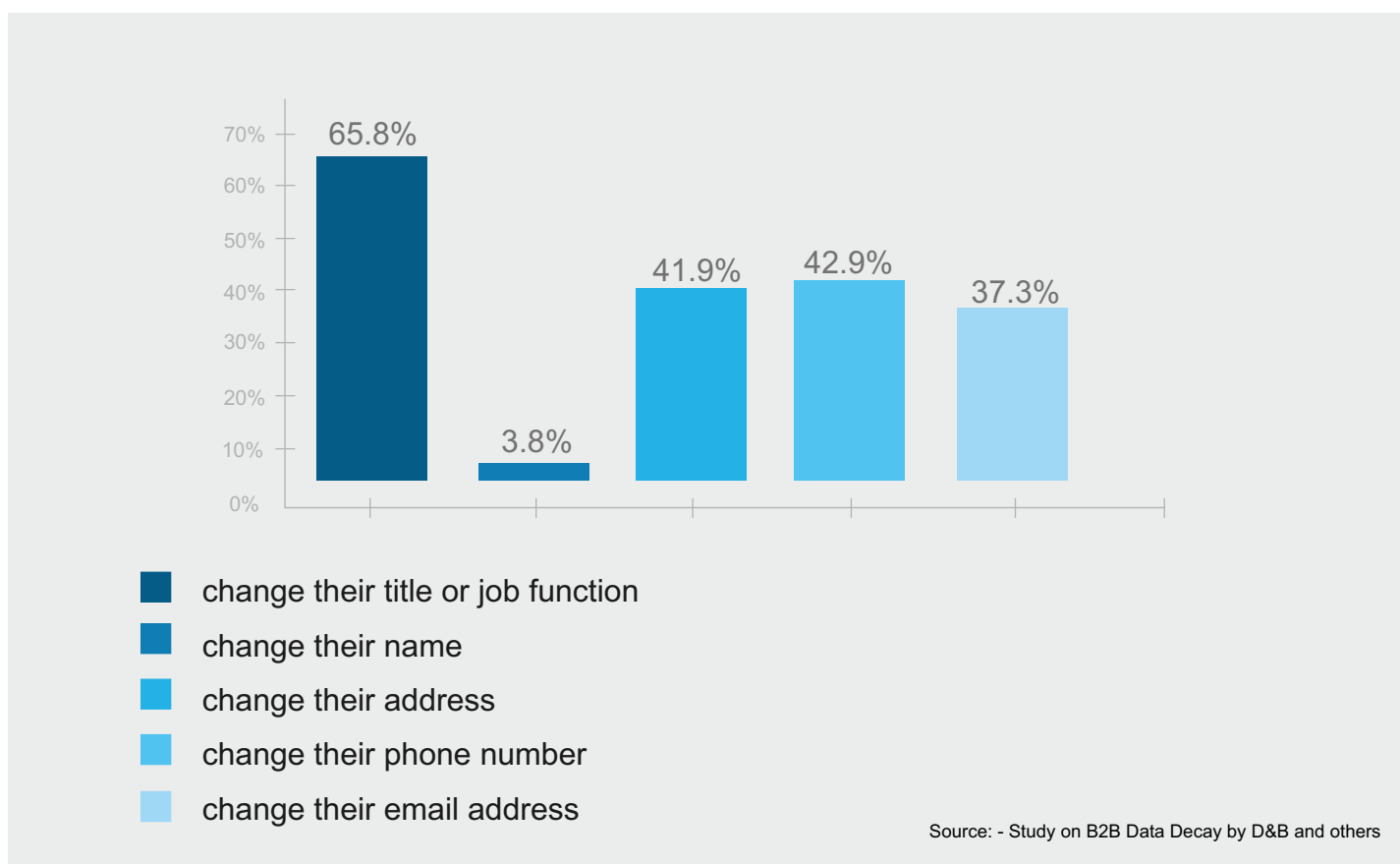


**The primary objectives of U.S. marketers to improve email marketing ROI in 2015**

Your marketing ROI is dependent on the quality of data you use more than the quantity.

Besides objectives of conversion, engagement, relevance, data analytics, segmentation and targeting, one of the primary concerns of email marketers is data degradation. While, data availability used to be a major concern, today data decay is a challenge

You may have a big B2B Business Mailing List. However, your B2B data decays at 71% every year. When was the last time you appended, verified and validated your list? Are the contacts in your mailing list accurate, relevant and updated? Data decay costs and has a direct negative impact on your business. Consider these hard stats:



To boost ROI of your B2B business mailing lists and email marketing initiatives you need to [get your B2B data cleansed](#) now in order to..

- Remove bad contacts
- Replace old contacts with recent contacts
- Identify redundant contacts and remove duplicate records
- Standardize data by following one consistent format
- Achieve greater marketing ROI

## Here's how we ensure high data quality

Data updated on a daily basis

100% tele-verification and email verification of contacts

(1.2 million verification calls per month)

SMTP Verification, NCOA Verification

Permission based email address

10MM verification messages sent per month to verify email address

Use of proprietary data management technology and data research techniques



# Email Marketing Metrics that Define How You Measure Results

The ROI of your business mailing list is dependent on the quality of your email campaigns and the metrics you use to measure results.

To measure the success of your email marketing campaigns, some of the important metrics that you need to consider include:

Email Marketing Metric	Definition	How to Improve	Formula
<b>Open Rate</b>	The percentage of people who opened your email compared to number of emails delivered	Create more compelling subject lines and test them.	Number of opens / number of emails delivered * 100
<b>Click-Through Rate (CTR)</b>	The percentage of unique visitors who clicked on links in your email.	Make your call to action (CTA) or offer more compelling.	Unique visitors / Total number of clicks * 100
<b>Conversion Rate</b>	The percentage of actions taken per email. A conversion will depend on what your definition of the action is. It could be a purchase, subscription, sign up or download.	Add new leads or change the offer.	Number of actions taken / number of emails delivered
<b>Click-to-Open Rate (CTOR)</b>	The percentage of people who clicked on a link from those who opened your email.	Make email content relevant to your target audience.	Unique visitors / Total number of opens * 100
<b>Unsubscribe Rate</b>	The percentage of people who unsubscribed relative to the number emails delivered.	Reduce the frequency of your emails. Provide more valuable content.	Number of unsubscribes / number of emails delivered * 100
<b>Deliverability</b>	The number of emails that are actually delivered to in boxes in relation to the number of emails sent.	Update and clean your list to reduce hard bounces. Reduce the size of your email to avoid soft bounces.	Total number of emails sent / number of emails delivered

# Formula to Calculate Your Email Marketing ROI

To know if your business mailing list is actually worth its salt, you need to what ROI you can get from every \$1 spent on emails.

Once you have defined your email marketing metrics and strategies, you can calculate your email marketing ROI precisely. Let's get down to the brass tacks. Here's a typical formula you could use to calculate your email marketing ROI:

Input Data		
A	Number of emails	
B	Total campaign costs (\$)	
C	Response Rate - % of responses expected	
D	Conversion Rate - % of responders expected to make purchase	
E	Average profit per sale (\$)	
Results		
F	Number of Responders	$A*B/100$
G	Number of Buyers / New Customers	$B*D/100$
H	Cost Per Response (\$)	$B/F$
I	Cost Per Buyer / New Customer (\$)	$B/G*100$
J	Cost Per Email (\$)	$B/A$
K	Total Profit from Campaign (\$)	$E*G$
<b>Marketing ROI (\$)</b>		<b><math>(K-B) / B</math></b>

## Email Marketing Strategies to Improve ROI of Your Business Mailing List

The ROI blueprint of your business mailing list can be improved by using email marketing strategies that involve three main aspects, using a quality list, utilizing customer segmentation and identifying the frequency of sending emails.

### 1. Adopt the Opt-In Practice – Use a Quality List

In email marketing, an opted-in list is important, without which there will an increase in unsubscribes and bounce rates. You need to use different channels and touch points to gain permission from customers to send emails.

Typically an email works in convincing your reader to agree or sign up. However, with the onslaught of marketing messages, sometimes a further nudge is needed. Readers subscribe or agree to receive communication from you for reasons that could possibly be because you have a credible and trustworthy brand, if you provide incentives such as discounts, gifts and offers, or if they are a part of a loyalty program.

## 2. Use a Targeted Approach – Apply Customer Segmentation

As next-generation email marketers, you need to use data analytics and customer segmentation to drive targeted campaigns. You can segment customer data either by traditional definitions or you could use email marketing tools that automatically segment and personalize messages. Segmentation should serve a twice fold purpose, of sending relevant messages to recipients and of helping marketers achieve their business objectives.

Take for instance a scenario where you have identified a high potential segment of C-Suite executives. While you need to ensure your messaging resonates to them, what is most important is that you need to have a custom [database of C-Level professionals](#). In this case custom lists such as a [CIO Mailing List](#) or a [CFO Mailing List](#) will be relevant to ensure high response and conversion rates.

## 3. Find the Magic Number – Identify the Frequency of Sending Emails

Sending emails cost and identifying the frequency that works depends from company to company. At least 2 to 3 emails are sent every month by majority of marketers. However, you need to decide what frequency works best for you.

While the frequency of emails you send in a month is important, what is more essential is the relevance of the content. When you turn up the volume on sending emails, make sure your messaging is appropriate; otherwise you may risk losing the attention of your audience and





increase in unsubscribes. An ideal frequency is that number that lets you keep a top-of-mind position while being relevant at the same time.

#### 4. Go LoMo (Local and Mobile) - Optimize Email Campaigns for Mobile Devices

As many more customers use mobile devices to read emails, campaigns need to be optimized for mobile consumption. According to Radicati Group, “the number of mobile e-mail users is predicted to grow by 23% in 2016.” Mobile optimization is not only about designing a campaign that looks good on a mobile device it is also about using advanced technology and data. Geo-targeting is one such practice you can use to get information on the location of your prospects and provide them with targeted and relevant messages at the right time and place. Another trending feature is responsive design, which identifies what kind of device your recipient is using and chooses a design that best fits that device.

#### 5. Make it Buzzworthy - Integrate Email Campaigns with Your Social Media Channels

It is no longer about just adding social media icons in the corner of your campaign, with the expectation that recipients will be naturally motivated to share your email. You need to urge them to share on social media channels by adding a creative call to action or other forms of engagement. Added to this, you need capture data through social media channels, listen in on conversations and use insights to personalize messages, drive engagement and improve conversions.

With social-verified business mailing lists you can improve conversion rates and ROI. You can also [append your existing database](#) with the social media contacts of your target audience to use every touch point to reach your prospects.

#### 6. Harness the Power of Technology – Use Automation to Boost Marketing ROI

75% of companies using marketing automation realize ROI within 12 months, according to Focus Research. By using automation to run email campaigns, you can trigger messages at the right time, based on actions of your prospects and provide a better experience. With email marketing software systems such as [Campaigner](#), you can get end-to-end email marketing solutions such as:

- **Business Prospecting** - You can identify highly potential prospects.
- **Lead Generation** - This tool generates over 10,000 B2B leads every month.
- **High Deliverability Rates**- Leads are regularly managed and verified to ensure deliverability rates are high.
- **Data Management**– The data is auto-verified and hard bounce is managed.
- **Dedicated IP address** – The platform uses dedicated IP addresses for its users. Use email marketing automation to get better response rates, build relationships with your prospects and boost your marketing ROI.

## 7. Measure Long Term Success - Know the Lifetime Value of Your Subscribers

While you may use short term goals such as open rates, response rates, click through rates and conversion rates to measure the success of your email campaigns. It is also necessary to have a long term goal of measuring the lifetime value of your customer. By measuring and analyzing lifetime value of customers in your database, you can drive multiple sales and engagement from loyal customers, instead of focusing on getting one purchase at a time. This will help in improving ROI in the long term.

## Conclusion

In this customer-centric age, Email Marketing is a great channel to personalize, engage and convert prospects, and improve ROI. However, as email marketers you must be pressured with tight budgets and a high expectation of monetization, generating leads, driving conversion and delivering ROI. As a modern email marketer, you can use this B2B Business Mailing List ROI Blueprint to become a 'Kaizen Marketer' - a driver of change. You need to change your mindset as a marketer and let the core essence of your efforts revolve around using data intelligence, using marketing dollars resourcefully and maximizing data ROI.

Maximize ROI on data purchased  
Utilize data intelligence from quality data  
Spend marketing dollars on customers that count  
Use a B2B Business Mailing List That's Worth Its Salt

**Contact Lake B2B for B2B Mailing Lists**

## About us



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Lake B2B is a leading provider of data management services, list solutions, and customer data insights. We provide data centric solutions to a wide range of business-to-business companies. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing teams in organizations.