
THE Essential Mail

LIST PRIMER



Essentials



Verified Mailing Lists



Segmented Lists



Appending Services



Essentials

Mailing List- Bullets in a Gun

An attractive email marketing campaign without an address list is like firing a Agun without bullets. That is why to ensure effective email deliverability, it is essential that all the criteria for list creation are addressed appropriately. A comprehensive email list, which is strong in all areas, is a must have for any successful email marketing campaign.

First and foremost, your target audience needs to be identified and accordingly a client list has to be created. It is important to demarcate the target audience among the general population so as to facilitate the entire list building process.



Market research can never be overdone, and so should the case be with you. Half your work is done if you understand what the client wants. Alternatively you can also get tips from your competitors. Look into competitor behavior, how their products are positioned, what their strategies are, how clients handle the changes they make. A competitor's changing strategies are all pointers that give an idea of what can be expected.

The email marketing sector is highly conducive for marketers who come with prepackaged lists, segmented according to the demographics they are targeting. A mail list service provider should be able to provide clients with certain features, which are essential for a successful email marketing campaign. As far as additional features go, the more specific they are to client needs the better they work.

Verified Lists

During the nascent period of email marketing, bulk email was beginning to create a serious dent in revenue. Losses were mounting because of aimless email blasts, lawsuits arising from them and the resultant loss of brand value.

Thus the need for a verified list of email addresses was felt. The basic functions of this particular feature are to ensure that every mail id in the list is genuine and exists on the grid. If a list servicing company has any scope of surviving the competition, verification has to be a fundamental, and perhaps their biggest strength. There are various advantages to list verification



and cleansing. Emails sent through verified lists increases the open rates and click-through rates. The clearer and more specific the list, the more clicks emails receive. Monster Mailing Lists is an industry pioneer and leader in this regard. Our data verification team ensures that the lists, which are sent over to the clients meet extremely high standards. A quality feature is incorporated into the basic structure of the team. The attention to detail required for creating lists that are genuine, is not taken lightly by us. Verification is essentially the backbone of the list services industry. List verification is done through various means. At Monster Mailing Lists, ensuring that each entry is genuine is the most important plus point. List verification and cleansing ensures that resources that you put into the email campaign do not go to waste. A vast majority of our clients have given us positive feedback regarding this time and again.

Segmented List

Another feature of the lists provided by Monster Mailing Lists is a Segmented List. A When a client wants access to different types of prospects, who are not in the same list, segmentation helps them to keep things exclusive and clean. Most companies, which do business with us, have multiple products, hence using a segmented list that sorts prospects according to their target audience but also across various platform helps, achieve their targets. With our services, the list visibility, and email opening rates are noticeably higher.

Segmentation of lists can be of various types, Monster Mailing Lists provides the following segmentations to its clients:



- ✓ Global Spam-busters List
- ✓ Prepackage List
- ✓ Custom List
- ✓ Geo Targeted List
- ✓ Professional List
- ✓ Technology List

Each one of these lists meets specific criteria and can be changed according to customer needs. Customization makes segmentation a very potent tool in email marketing.

At Monster Mailing Lists, we customize lists according to the client requirement. A keen and in-depth understanding of client requirements is ensured by us, and that is the biggest selling point of Monster Mailing Lists.



Appending Services

Our deliver high quality lists to the client. Appending services enables us to integrate lists, which we compile from various vendors, verify and certify them and offer to our clients. Monster Mailing Lists provides appending for various types of lists such as

- ✓ Email Appending
- ✓ Data Appending
- ✓ Tele Appending
- ✓ Postal Appending
- ✓ Fax Appending
- ✓ Title Appending



Appending services are tools, which help fine tune the lists even more. All these services have been designed to ensure that clients receive exactly what they need. Any shortfalls in lists, which are given to us, are addressed and cleared as soon as possible. Understanding the client needs again plays a very vital role, thus designing the list as per their guidelines is a very important quality that we adhere to.

