

# Email Marketing to Business and Consumers

At T2D Group we have over 12 years experience supplying lists to hundreds of well known companies. DIY Superstores, Charities, Car & Van manufactures State rail companies and so on.

We source both consumer and business lists from 500 to 5 million records. These are only supplied from leading list owners who invest in keeping their files updated.

We will also give advice on the best list for your business. It may not be the first one we think of! We can also help you with getting your email marketing campaign started.

## What Email Lists

They are an important element in the construction of a campaign to develop sales by being in possession of the names and opt in email addresses and other data of the profiled marketplace.

## How are they created ?

There are many compilation methods. From publishers lists, members lists, customer lists, trade attendees, integrated data, telephone research, mail questionnaires and many more. The significant aspect is that people and businesses are constantly changing. No commercial list is a black book of personal addresses. No list is ever 100% clean. It must also be noted that lists are built often for commercial reasons hence a request for businesses likely to move office

next week , or yellow car buyers are not available. However in the vast majority of cases we can always provide near alternatives.

## How are they cleaned?

Mainly by telephone, questionnaire or subscription. Over 40,000 amendments alone are made each week on the business database. It is also vital as users you return any returned records as this also help keep the files correct.

## How do regulation filters work?

Each record has an Opt In plus a data trace for when the opt in was originally given and the data of the last verification.

## How specific can lists be?

Very specific. You can select by Line of business, Size of company, Geographical, Multi named Contact at Multi Positions , Head Office or branch or site, All IT analysis, All Company House Data, Import/Export, Fleet sizes, What they buy and how they travel, and hundreds more pieces of data on which you can select. On consumer lists the easier answer is to say that virtually every selection you may require is available.

## Are these lists better than a directory or researched from the internet?

They are, for many reasons. Firstly they are supplied in a format that you can instantly use. Have you ever tried keying in thousand of email addresses. Secondly, the lists are selectable as described above. Thirdly they are continually updated as described above. The lists also have named contacts and are comprehensive. Finally the directories and phone books do not carry the full addresses, post codes, email address numbers or other such data.

What ever you are looking for the answer is probably

YES

Above all you can use the data legally. Copying data from directories and web sites will infringe copyright and you will also carry the risk of emailing to individuals who have not opted in Which carries a £5000 fine if a complaint is upheld. Sourcing the data from such sources is no defence.

## How much are email lists?

A standard business list average is £150 per 1000 records or £250 with telephone numbers. And postal address. But there are so many factors and combinations, that to ask for a sample of the list of your choice is the only method of evaluating it's justification to your business.

## Are there minimum orders or volumes?

No. If you buy your data from our web site then you only pay for what you need.

## What are consumer, business, international lists?

Business lists are generally companies at their business address. Consumers are usually at their home address There are a number of "in between" e.g Directors at home, business investors etc, International is any address outside U.K. Eire is an international list.

## What is rental?

Rental means a once only use for the purpose it was obtained. E.g Mail once . A Lease Rental gives unlimited usage for generally a 12 month period. Purchase is buying the data outright with no limitations.

Note that when rental is taken, the supplier reserves the right to integrate "seed" addresses. These are coded addresses that can be identified back to the mailer if used more than the contract terms.

We can broadcast the data , create the HTML and send you reports so you can track how the campaign is going

# Guidance for On Line Services

- Email Data can be purchased in small quantities either from us directly or from the On Line Ordering service at [www.t2dgroup.co.uk/](http://www.t2dgroup.co.uk/)
- No Minimum order on line - buy as many as you need
- Current on line cost is £15 per 100 with email address, contact and company name for one use. Other lists will vary in cost
- Add in extra fields such as postal address, telephone number, business classification, size etc
- Select by business size, type, postcodes etc
- Data is all Opt In and compiles with the EU email regulations of Dec 2004
- Orders supplied same day
- Free counts
- Telemarketing and quality appointment making available from T2D Group
- On line tip. To remove branches, select the premise type under the fixed restriction tab to "Single Site and Head Office"

## Email Broadcasting

We offer a full email marketing service from data sourcing to HTML creation, Broadcasting and full reporting.

**HTML Creation** We can design from a brief or reflect the web site. Just need the words and link. We also can create a plain text version allowing the email to be viewed were html is not supported.

**HTML testing** Test the HTML for spam filtering against the major ISP,s This ensures maximum delivery.

**Broadcasting** We broadcast from a recognised UK site which all ISP's will accept and not block. Many end users have tried email broadcasting from their own PC's and have been instantly block or turnoff by their ISP,s. Broadcasts can be set for any time day or night

**Reports** This will show how well your campaign is going, number of opens, click thru's and bounces

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T2D Direct Marketing Limited is a Corporate Member of the Institute of Direct marketing



# T2D Group

## Email Marketing

Another  
New  
Service from  
T2D Group

Drive Web Site Traffic  
Brand Image Enhancement  
Customer Retention  
New Products or Services  
Promotional Offers

Helping Companies keep in touch with  
their customers

