CHALLENGE

SOLUTION

RESULTS

BROOKS AUTOMATION REDUCED DATA RISK WITH IMPROVED EMAIL HEALTH

Since 1978, Brooks Automation has been the lead supplier of automation solutions for semiconductor manufacturers. Starting in 2010, Brooks expanded and diversified the business through acquisition in clean energy, life sciences and biobanking markets. As a new player in these fields, the executive team looked to Betsy Landon, Senior Web Marketing Manager, to develop targeted demand generation strategies and digital programs to promote the Brooks brand in these industries — which represented 20% of their business.

Upon acquiring these companies, Betsy was provided with customer and prospect contact lists which sources described as reliable. Betsy ran her first campaign through her Pardot marketing automation platform. BAM! SPAM ALERT WARNING. More than 10% of the emails in the contact list were hard bounces, which triggered the alert. Upon further investigation, Betsy came to learn that many of these lists were developed with unsecured resources; in many cases no relationship was ever established with the prospect, making the contact a high spam risk. If Betsy received three more alerts in the next six months, the company would be blacklisted and unable to send any future emails from their company URL.

THE CHALLENGE: MANAGING THE RISKS OF EMAIL MARKETING

There is nothing that scares digital marketers more than being flagged for spam. The success and failure of their campaigns are totally dependent on delivering the right message to the right audience at the right time. Take away the ability to utilize email and their campaign success will take a serious hit — or cease to exist at all.

Most organizations today rely on some type of Marketing Automation software to manage their marketing database and delivery of bulk email campaigns. The saying "three strikes and you are out" applies to all Demand Generation marketers using these systems. If your email campaigns get flagged as spam three times within six months, your marketing automation vendor will no longer support your campaigns, and you will be "blacklisted" for all future campaigns.

Getting nervous? Brooks Automaton was confronted with that same scenario, but lived to see a better day.

To protect the company, Betsy gave herself the new title of "Anti-Spam Police" and embarked on her quest to find the very best resource to join her fight against bad emails.

"We had no established relationships with any of these contacts. That was the big red flag that showed we couldn't trust the contact data we received," said Betsy.

THE SOLUTION: DATA CLEANSING REDUCES RISK AND IMPROVES SENDER SCORE

Betsy reached out to her professional network to better understand data management and data cleansing best practices along with requesting a vendor recommendation. Her efforts brought her to Dun & Bradstreet NetProspex.

The first order of business was to identify the extent of the problem in her database and develop a programmatic approach to reducing the risk associated with aged and incomplete contact data. She ran her existing marketing data through Dun & Bradstreet NetProspex's Workbench, a data services platform that helped Betsy visualize the deliverability of her contact data and identify potential email threats (spam traps) within her marketing database. It also identified what information was missing from her database and could be completed and enriched with data from Dun & Bradstreet NetProspex to drive more effective email marketing efforts.

Once identified, Betsy began to clean up her data. She immediately removed all contact records that were identified as bad, undeliverable or represented potential spam traps. Next, by utilizing Dun & Bradstreet NetProspex's B2B contact factory, additional demographic and firmographic information was appended to the records allowing Betsy

to develop stronger, more targeted and relevant messages and offers to her audience. Lastly, once completed, she imported the viable, complete and accurate contacts into her CRM and marketing systems, Pardot and Salesforce. According to Betsy, the process was "really easy to import and update."

Betsy continues to make email health a priority. Knowing that data degrades a rate of 2-3% a month, she diligently follows the Dun & Bradstreet NetProspex best practice of cleansing Brooks Automation's contact data every two months, syncing the timing to large campaign schedules to ensure the highest deliverability rate possible.

Betsy is committed to a regular data cleanse schedule: "You need to do this every couple of months. Just because you did it (data cleanse) two months ago does not mean you are good today."

THE RESULTS: 95% DECREASE IN EMAIL BOUNCE RATES

The Anti-Spam Police has arrested the Data Villain!

Betsy has complete confidence in her data and in Dun & Bradstreet NetProspex. Worrying about SPAM is in the past. Before Brooks Automation worked with Dun & Bradstreet NetProspex, bounce rates for her email campaigns (as reported from Pardot) was 4.3%. After working through three data cleanses with the Dun & Bradstreet NetProspex team, bounce rates have decreased to just .2% — a 95% reduction.

Since Brooks Automation began using Dun & Bradstreet NetProspex in January 2015, 15% of all unique records analyzed have been identified as Undeliverable, Unknown, or an Email Threat Risk and have since been removed from her database. This gives Betsy greater piece of mind with each email send and cost savings since her Pardot subscription is based on the number of records managed in the database. Betsy shares, "By removing the hard bounces and spam threats from Pardot, I'm able to keep the database size to a minimum, resulting in hard dollar cost saving for the company which contributes directly to the overall ROI in data management."

Betsy continues to be impressed with the quick turn-around by the Dun & Bradstreet NetProspex team for cleaning her entire database — a process that usually takes no more than 1–2 business days.

Betsy offers advice to all companies that make digital part of their marketing strategy: "If you are not doing any type of data cleansing and are sending out email marketing campaigns, you are putting your email server at risk to be blacklisted. You need to use a solution like Dun & Bradstreet NetProspex — the service has been great."

To learn how Dun & Bradstreet NetPropsex Workbench can help to enrich your data and increase your conversion rate:

call us, 1.888.826.4877
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or visit www.netprospex.com