

# Client Success Story: Large International Nonprofit

## Synopsis

Since 2011, the client has relied on FreshAddress's Email Change of Address (ECO) service to grow and update its email database. FreshAddress provided email addresses have helped the organization generate an estimated \$670,000 in contributions (a 1,000% ROI) over this time.



ECO

## Background

The client relies heavily on email - sending an estimated 21,000,000 message annually - to drive donations. The organization has been leveraging FreshAddress services since 2011 after a negative experience with its previous email database services provider drove the organization to search for a best-in-class vendor.

### Challenge: A Lack of Deliverable Donor Email Addresses

The organization was founded in decades ago and many of its members have been in its database for decades. As a result, the client found that thousands of email addresses it had on file for donors were unresponsive or undeliverable. This rendered a large portion of its donor/member list unreachable via email, the organization's most effective communication channel.

The client was in serious need of a trusted vendor to help it reconnect with donors whose email addresses hard bounced or otherwise became inactive.

### FreshAddress Solution: ECO

Since 2011, the client has used FreshAddress patented Email Change of Address (ECO) technology to update over 135,000 hard bouncing donor/member email addresses.

This new supply of clean donor/member email addresses has helped the organization generate an estimated \$670,000 in contributions.

These results have helped forge a long-term relationship between FreshAddress and the client under which the client typically runs ECO projects semi-annually.