

How FreshAddress Append Grew a Publisher's Email File by 133%

The Challenge

Kalmbach Publishing Co., a major publisher of hobbyist and enthusiast magazines, had over half a million subscriber records on file that lacked email addresses. Email is the publisher's most effective marketing tool. "Our email program is our golden ticket," said Rob Oberheide, Kalmbach's digital marketing manager.

The Solution

Email append. But not just any email append. A FreshAddress email append. Done improperly, email appends can go very wrong. In fact, when an email deliverability specialist hears of a client who has suddenly experienced problems getting their email into recipients' inboxes, the first question they often ask is whether the client had recently done an email append. Email appending is a matter of getting what you pay for. The email marketing industry is littered with stories of email marketers getting blocked as spammers because they bought email append jobs on the cheap. Companies that buy email appending solely on price invariably get burned.

The Story

Kalmbach Publishing has 14 specialty magazines such as Model Railroader and Cabin Life. Each title has a readership that is wildly passionate about the subject the magazine covers. Each has an email newsletter associated with it that either goes out weekly or monthly. Each title also had a wide swath of subscriber postal records with no email address.

Email is Kalmbach Publishing's most profitable marketing channel. Through its email program, Kalmbach is able to pitch its subscribers on other subscriptions and specialty publications—for example, "52 Track Plans" to the Model Railroader list.

Executives at Kalmbach decided it was time to try and get the email addresses of subscribers who had yet to supply their email addresses. They went back three years into Kalmbach's subscriber file and found 650,000 records with postal addresses, but no email addresses.

Using its database of over 835 million records, FreshAddress was able to match 154,000, or 24

The Story

percent of them to subscribers' email addresses in one append. In a second append, FreshAddress was able to deliver 60,997 Kalmbach subscriber email addresses for a match rate of 11.7 percent.

However, Kalmbach didn't just add the newly acquired email addresses to its regular email stream. With FreshAddress's help, Kalmbach put every appended email address through a welcome campaign based on the magazine to which they had subscribed.

"We sent out an email that said 'because of your relationship with us, we thought you might enjoy receiving content based on your interests,'" said Oberheide.

"We don't promote to email subscribers until they've been on the list for at least a month," said Oberheide. "That's where the welcome messages come in. These people had a relationship with us. They bought something and they know the brands."

The goal was to keep the list clean and active. "We keep really clean lists," said Oberheide. "If they opt out, we opt them out and if they're inactive, we try and re-engage them. Our open rates range from 30 to 40 percent." Industry average is 20 percent.

The Results

"The job has already paid for itself," said Oberheide. "We're kind of upset that we didn't do an append earlier. In one month, we grew the list 133 percent," he said, adding that the appended addresses are showing activity similar to the addresses Kalmbach already had.

"We are very happy with the append process with FreshAddress. Our results have been great."