



Why you should give your email list a good *spring cleaning!*

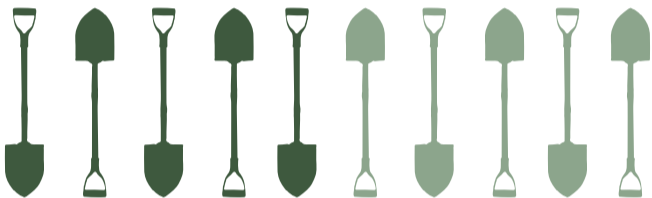


We all use the catchphrase “spring cleaning,” but it’s actually appropriate anytime necessity dictates that businesses get around to the housekeeping tasks they’ve intended to do for months.

When cleaning time comes around, email databases are great candidates for decluttering, scrubbing, vacuuming, and then polishing to a fine sheen.

the bad news

More than 20% of email registrations contain typos, syntax, domain, and other errors.



50% or more of a typical B2C file can be inactive.

78% of organizations have had email deliverability challenges in the last 12 months.



30% of people on your email list change their email addresses annually or become inactive

More than 90% of deliverability issues stem from problems with the underlying email list.



the good news

FreshAddress has the answer! Our research shows that marketers can experience a 65% improvement in ROI on their email marketing efforts JUST by focusing on email address quality.

These are some of the benefits to email list hygiene:



**Increased Return
On Investment**



**Enhanced
Deliverability**



**A Better Reputation
for Your Business**

Contact us today to see how FreshAddress can do YOUR spring cleaning for you!