Every Market Media Divulges B2B Database Update of Q1 2015

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CHICAGO, IL, USA, June 2, 2015 /EINPresswire.com/ -- Every Market Media has released details of their latest, proprietary B2B data onboarding and hygiene processes that have resulted in a 200% increase in deliverable email records. During the 1st quarter of 2015, EMM achieved their goal to net more, higher quality business-to-business records via a carefully defined methodology that encompasses email, postal and telephone data.

Highlights of the Q1 B2B Database Onboarding & Hygiene Tasks Include:

Email & Postal
- Live-send verification using hundreds of higher quality IP addresses, resulting in more known deliverable email statuses of previously unconfirmed records
- Removed potential e-mail based threat records and non-deliverable data elements using
Impressionwise, a 3rd party data hygiene & validation services provider
- Updated records with deliverability feedback from the past 6 months of live mailings
- Cleared or replaced foreign and invalid characters with correct formatting
- Appended postal information on 1,884,437 records
- Filled in missing First Name, Last Name and Title where available

Telephone
- For customers targeting direct dial telemarketing contacts, a new scoring field has been appended to all records that will be of great value
- The "EMM Phone Score" provides an internal phone score by original file source
- Live dialing to random sample records from each source was used to extrapolate a score that estimates the rate of calls that would receive a valid direct dial connect

Chief Operating Officer, Amanda Kohl says, "Our newest hygiene and standardization steps will be in place moving forward and we will continue to expand on these each quarter to ensure we are delivering our customers the best product possible."

After the 2015 Q1 update, the EMM B2B database includes the following by category:

• MasterFile = 83,223,903 records (Full database, includes all data quality flags)
• Mailable file = 50,825,167 records (Includes known deliverable email records)

Every Market Media stands behind the quality of their email data with a 100% replacement of failure guarantee, which means little risk and high deliverability.

• Full Business Card Valued Records = 38,858,846 records. (Business card value includes: Contact Name, Title, Company Name, Address, City, State, Zip, Phone and Email)

With continued database enhancements resulting in more premium records with email, postal and telephone contact information available, Every Market Media's B2B data is of increasing value to clients for integrated marketing campaigns. Contact Every Market Media to customize the right list to support your next integrated marketing campaign, append missing information to your own database or learn more about our Strategic Partnerships.

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Daniel Currier
Every Market Media
855-475-0258
email us here

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