Extensive B2B Database Updates Completed August 2015 by Every Market Media

EMM has completed the most significant additions and refinements to date of their 36 million record, domestic business-to-business marketing database.

CHICAGO, IL, USA, August 26, 2015 /EINPresswire.com/ -- Every Market Media has successfully concluded a rigorous and comprehensive effort to improve the quality of their B2B email marketing data. These exhaustive updates have reduced the total number of B2B records available, however, greatly increased the quality of surviving records.

COO Amanda Kohl expressed, "This really is an exciting update as the new field additions will be of great benefit to both clients and ourselves. The latest hygiene and standardization takes us to the next level of data quality."

With objectives to improve individual record quality and the ability to search at the company level, EMM had three primary areas of focus: 1) Hygiene, standardize and populate existing fields, 2) Add new fields critical to targeting, and 3) Apply a proprietary Double Verification process to improve email deliverability.

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.

New fields appended to enable more narrow and improved targeting include:
- Job Level
- Job Function
- Annual Revenue Range
- # Of Employees Range
- Email Delivery Threat Level
- Last Mailed
- Last Suppressed
- Secondary SIC Code

EMM's Double Verification process leverages the email hygiene and technology of two industry-leading partners, Bridge Marketing and Impressionwise. Bridge Marketing has a series of proprietary hygiene applications and data quality algorithms to identify and significantly reduce the risk of bad email addresses in a file. Impressionwise is an email hygiene service provider able to remove non-deliverable data elements while purging any email-based traps, secondary moles, and other third party oversight seeds. The Double Verification hygiene applied to EMM's 83mm record b2b MasterFile resulted in the re-categorization of over 15mm records as non-mailable.

EMM's newly Double Verified b2b file includes the following known, or presumed, mailable emails:
- 36,634,952 total records

- 26,836,176 records with Full Business Card Value (Business card value includes: Contact Name, Title, Company Name, Address, City, State, Zip, Phone and Email)

Details of latest update's and EMM's B2B data services are available upon request.

Request a sample file of Every Market Media's B2B Marketing Database at
www.everymarketmedia.com.

Press release courtesy of Online PR Media: http://bit.ly/1JwoSmk

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