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CASE STUDY

The Camden Crawl: Email Address Cleanse

The Camden Crawl began in 1995 and takes place across most of the live music venues in Camden, London, over 2 days. It showcases the best in new music, with over 250 bands, and the collective support from some of London's greatest Club nights.

The Challenge

With the Camden Crawl set for May 2011 the organisers were keen to begin their push by developing an email communications programme to actively promote the event and drive ticket sales.

Prior to beginning their email communications the Camden Crawl team wanted to ensure their email subscriber data was in good order to ensure that delivery rates were as high as possible. Bad email data could dramatically affect the success of their campaigns and increase bounce rates – which could ultimately reduce sender score reputation.

The Solution

The dbg verify data cleansing tool was used to cleanse the Camden Crawl data. The process involved flagging and removing poor data including:

- Junk addresses that contained invalid characters
- Invalid domains
- Harvested addresses
- Invalid email addresses
- Duplicates
- Potential profanities

dbg verify was able to correct mistyped domain names, for example, YAHOOO was changed to Yahoo. In addition it was also possible to identify email addresses that had been delivered to and opened within the past 6 months. This was achieved by using dbg's extensive central email database which is used solely to indicate the deliverability and activity of the email addresses held by the Camden Crawl.

- Bounced addresses
- Blacklist addresses
- Complaints





The Outcome

Camden Crawl received a thorough report back from dbg providing a clear breakdown of the email data and the issues that had been identified. The report findings were then used to determine which email addresses required exemption from future broadcasts and the final data file was produced and supplied to the Camden Crawl team in a single file.

"In preparation for our upcoming email campaigns we wanted to make sure our email data was as accurate as possible. dbg were able to provide us with the email cleansing expertise to meet our exact requirements. The service was excellent, the turnaround time was extremely quick, and we now have confidence in the quality of the email addresses in our subscriber base."

Lisa Paulon, Camden Crawl

Benefits of Email Cleansing

- Maximise campaign profitability
- Improve data integrity
- Avoid ISP blocks
- Ensure high inbox delivery
- Maintain a healthy sender score
- Protect brand image
- Improve response rates

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