

Case Study: Leading U.S. Shoe Retailer



Synopsis

The client leveraged FreshAddress’s SafeToSend email hygiene services to generate \$450,000 in revenues from its \$22,400 investment, a 2000% ROI, while adding 30,000 additional customers to its email address files.



Hygiene

Background

The client is a leading U.S. footwear retailer with over 400 stores nationwide and a growing e-commerce business. The company collects a large number of email addresses both in stores and online. Management estimated that 40% to 50% of all new entries were being lost due to human error. The company turned to FreshAddress to optimize its email collection process and recover the portion of its invalid email file through the “Correct” step of FreshAddress’s patented SafeToSend email hygiene process.

Challenge: Poor Data Collection & Lost Sales

The client estimates the value of a deliverable customer email address to be approximately \$15 annually. With an error rate of nearly 50% of in-store email address registrations, the opportunity cost of not correcting these errors was substantial.

Without a proven way to, syntax errors, correct typos formatting issues, and other input errors, the client was missing out on millions of dollars in lost sales.

FreshAddress Solution: Email Hygiene

The client first ran its email file through the full service SafeToSend solution and found 49,512 problematic addresses, including 28 confirmed spamtraps as well as 39,459 suggested corrections for invalid addresses.

FreshAddress’s suggested corrections helped the client add more than 30,000 customer emails to its file. This resulted in the company generating \$450,000 in revenues from the \$22,400 project, a 2000% ROI.

The client also implemented SafeToSend automated processing to ensure the quality of all new emails before they enter their database. This has yielded another 18,591 suggested corrections worth an estimated \$279,000 over the past 10 months.