



Leading Multi-National Telecom Provider Boosts Email Marketing Success with OMI Database Cleansing Service

OMI Cleanses 35 Million Records to Improve Email Data Validity and Accuracy by 37%, Increase Deliverability and Engagement, and Fuel Third-Party Data Cost Savings

The Client:

A Leading Multi-National Telecom & Wireless Network Provider

The Situation:

- Realizing accurate and relevant data is essential for reaching prospects and customers using email, the telecom provider determined data cleansing would enable them to get more value and better results out of their campaigns.
- Additionally, the risk of bad data damaging the company's email send score and IP address reputation led to the need to detect and correct inaccurate records.
- With data acquired from up to 6 different external providers along with 3 CRM sources, the company's database consisted of 35 million B2B prospect and customer records intended for U.S. campaigns.
- The telecom provider sought a reputable data-cleansing partner to batch clean and maintain ongoing database accuracy.

The Solution:

- Following a comprehensive search, OMI was selected for its proven data cleansing, enhancement and maintenance service.
- OMI's email data expertise and rigorous cleaning process – which includes correcting address, company and contact names as well as performing email verification – were determining factors.
- The sizeable OMI Clean-Send Suppression Database, a list of harmful or negative email data, offered the scale the provider needed for analyzing its large volume of records.

"The results from OMI's data cleanse have been extremely valuable. Removing bad, inaccurate data has helped us achieve greater value out of our investments in external data, making our marketing initiatives even more efficient and optimizing our reach to prospects and customers."

– Marketing Executive, Leading Telecom Provider

The Outcome:

- In the initial batch cleanse of 35 million records, including 32 million email records, 37% were suppressed.
- OMI's email verification process identified and removed 27% of the email addresses due to hard bounces and an additional 9% -- identified as spam traps -- were also removed. A small percentage were determined to be non-U.S. emails: these email addresses were removed to comply with GDPR, the European regulation on data protection and privacy.
- The process, which was completed in three weeks, enabled the telecom provider to update the quality and validity of its email lists; increase email deliverability and engagement rates; and renegotiate data rates with its third-party providers based on data accuracy to save valuable marketing dollars.
- Following the results from the staged cleaning process, the provider has signed a three year contract with OMI to cleanse up to 5 million records per month to ensure the highest quality of data moving forward for campaign usage.
- In OMI, the telecom provider has found a valuable partner to enhance and maintain data accuracy, protect the provider's email sender reputation, and ensure a more effective way to reach prospects and customers.

"Regularly enhancing and updating prospect and customer records is critical to maintaining a healthy database. We are proud to strengthen data accuracy for such an influential client, empowering them to get more value and better results out of their campaigns."

– Paula Chiochi, CEO, Outward Media, Inc.