Email Marketing Lists - What are they? by Glenn Farrier

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Email marketing lists come in all shapes and sizes, like email lists by city. In fact, there are lists available for nearly any demographic of interest. For example, there are lists for a wide variety of population groups such as new homeowners, religious organizations, recent filers of bankruptcy, U.S. businesses, U.S. consumers, healthcare providers, new business owners, and, not to mention, a variety of international lists with additional qualifiers. Lists can be further specialized and narrowed down to geographic region, age and income ranges, marital status, gender, hobbies and interests, religion, veteran status, and voter registration, among other character traits.

The best email marketing lists are double-checked for accuracy. Little is more frustrating than obtaining an email marketing list with incomplete or inaccurate information. Some email marketing lists are compiled from public information sources. From there, database specialists comb through the information to assess for quality and completeness of the data. Many business email marketing lists are compiled using public sources of information and further checked for accuracy via individual and direct phone calls made to the various businesses. During that direct phone call, any information missing from the email marketing list can be obtained. There are thousands of public sources of information from which data is gathered. These methods allow list aggregators to produce quality lists with strong deliverability rates. For business email marketing lists, industries with less turnover have lower undeliverable rates. Where consumer email marketing lists are concerned, the United States Postal Service maintains a National Change of Address file against which lists can be compared and updated. Consumer lists are generally more challenging to maintain when compared to commercial oriented lists due to the more mobile and changing nature of consumers compared to businesses.

Email marketing lists are not easy or cheap to gather and maintain. It takes a certain amount of financial investment and financial resources to ensure accuracy. This accuracy is so important because businesses purchase these lists to use in their own marketing and solicitation campaigns. Some lists are used to contact consumers and businesses via telephone, some are geared toward reaching individuals by mail, and some are intended for email communication. Having an idea of the demographic information of the list recipients is beneficial given that messages about products and services can then be tailored specifically to address that group or that groupâ€™s unique needs and interests. Email marketing lists are invaluable for growing a business and making contact with potential clients and customers.

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