

Case Study: Attinger Jack Interactive

Experian QAS eliminates incorrect email addresses



Background

Attinger Jack Interactive is a digital marketing and lead generation agency. The company collects consumer data via a number of “rewards” websites, where consumers are incentivised to submit personal information in return for the chance to win prizes, or to receive discounts on goods and services. The data collected is appended with additional profiling information, and then sold on to large consumer brands for direct marketing activity. Data is collected and resold in accordance with the Data Protection Act.

Situation

The nature of Attinger Jack Interactive's business demands that the data it collects is accurate. There is a cost of 80p associated with each email address that the company collects. This is the price Attinger Jack Interactive pays to the affiliate partners who drive traffic to its data collection websites. If the email addresses are inaccurate, the data cannot be sold on to the company's clients who are a mixture of brands and marketing agencies.

When Attinger Jack Interactive launched its first data collection website in April 2009 it had no email validation system in place. This meant that incorrect email addresses were being added to the database, either maliciously, e.g. donaldduck@hotmail.com, or unwittingly, when someone made a simple error while entering their email address, e.g., john.smith@htomail.com. The sum total of these incorrect email addresses meant that Attinger Jack Interactive was losing around £2,000 of potential revenue every month.

Solution

In the summer of 2010, Attinger Jack Interactive approached Experian QAS to deploy an email validation system on one of its data collection websites, ActiveYou at www.activeyou.co.uk. This is a rewards site for the over 40s that attracts around 70,000 new registrations every month. Alex Attinger, Managing Director at Attinger Jack Interactive, comments: “We knew about Experian QAS's postal address validation, but we did not realise they had an email solution,” says Attinger. “As soon as we realised Experian QAS could help with email too, we didn't think twice about looking anywhere else, because we know we're in a safe pair of hands.” The QAS Email Validate solution was quick and easy to deploy. In fact, Attinger estimates it took just two hours to incorporate the code needed to put the email validation in place.



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Alex Attinger, Managing Director,
Attinger Jack Interactive

Results

Every bad email address that the system identifies saves Attinger Jack Interactive 80p, while every incorrect email address that the system helps to correct saves the company 80p and enables the company to make a 20p profit from it. "The percentage of bad email addresses we were seeing was between 6 - 8 per cent, which meant we were overpaying for our traffic by around £2,000 each month," says Attinger. "The minimal fee that we pay for QAS Email Validate means that the return on investment is in excess of 200 per cent."

On an annualised basis, Attinger Jack Interactive stands to save a total of over £20,000. Attinger adds that since deploying the email validation tool, the percentage of bad email addresses has dropped to around 1 per cent.

The tool has also helped to cement Attinger Jack Interactive's reputation with the companies it sells the data on to since they are seeing fewer issues with bad email addresses that can't be delivered to. It has also enabled the company to go back to its data supplier partners to encourage them to improve their own data quality standards and reduce the number of bad email addresses being supplied.

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Future plans

After the success it has enjoyed with the email validation tool, Attinger Jack Interactive is now looking at both phone number and postal address validation from Experian QAS. "A lot of our clients use the data we supply for call centre work, so if the number is inaccurate they waste time trying to call it," says Attinger. "There are a lot of companies in this space who do not invest in the technology needed to get it right. The lead generation market, however, is growing and we know we need to be at the cutting edge so that our clients will continue to spend money with us."