

Subscriber Acquisition Solution

You've been tasked with growing your subscription list 20% this year. You track the number of subscribers opting-in to your list month after month, but are you measuring list churn? On average, 30% of your subscribers will opt-out of your mailings each year, which means you have to grow your lists by 50% in order to reach your 20% target. And that number can easily grow much larger if you account for inactive subscribers.

Listrak's organic subscriber acquisition solution will help you overcome these hurdles to ensure your list remains healthy and active. Our solution reaches across multiple touch-points to ensure you capture as many subscribers as possible and it plugs the holes that cause list attrition and inactivity, safeguarding your reputation and increasing the ROI of your campaigns.

Organic Subscriber Acquisition Increases Email ROI

Elements of Subscriber Acquisition Solution

- Acquire addresses across multiple touch-points, including website, social networks, call centers, kiosks, point of purchase, and events
- Creation and execution of sweepstakes and other viral campaigns to target a specific audience for email acquisition
- Best practices for online subscription forms to increase opt-ins, and seamless integration with email preference centers for up-to-date profiling data
- Development of privacy policies for added assurance of your good practices
- List hygiene and data overlay to ensure deliverability and fill in missing profiling attributes
- Address validation through automated welcome message or series, engaging subscribers when they are most interested and ready to purchase
- Lifecycle management to monitor engagement, bounces, complaints, inactivity, and unsubscribes
- CAN-SPAM compliance and other best practices

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.