

3 Phases Of Reply Email Mining DELIVER INCREDIBLE VALUE

The three phases of reply email mining build in value: Operational, Tactical, and Strategic. We start with database health and end with pipeline growth - helping to increase account intelligence and drive revenue with each phase.



Phase 1: OPERATIONAL

Phase 2: TACTICAL

Phase 3: STRATEGIC

Phase 1: OPERATIONAL

The foundation of the Operational phase of email mining is Database Health. B2B data decays at a rate of 70% annually and data costs US businesses more than \$11 billion annually.



Email Mining for Database Maintenance & Enrichment



- Validate email addresses
- Append + cleanse contacts
- Identify alternate + replacement contacts



Email Mining for GDPR, CAN-SPAM, CASL Compliance

- Catch manual unsubscribe requests
- Maintain database integrity
- Legally add new contacts mined from replies

Email Mining for Automation

- Eliminate manual data entry



Phase 2: TACTICAL

The Tactical phase of email mining enhances your ability to penetrate accounts, reaching the average 7 people within a B2B organization required to make a buying decision. Phase 2 also makes it easier to map accounts and reach influencers, despite the 30% of people changing jobs annually.



Email Mining for List Building

- Add 20%+ new contacts annually
- Identify replacement contacts



Email Mining for Account Based Marketing (ABM)

- Add account-specific contacts
- Perform lead-to-account matching

Email Mining to Increase Connect Rates

- Leverage travel dates found in out-of-office replies

Email Mining to Surround Opportunities

- Penetrate target accounts
- Map accounts
- Create intelligent conversations



Phase 3: STRATEGIC

The Strategic phase of email mining leverages sales trigger events to grow pipeline. The first salesperson in a deal wins 74% of the time, and email mining provides a 6-9 month competitive advantage.



Email Mining to Generate New Opportunities

- Leverage sales trigger events
- Close "old client, new company" opportunities
- Turn 1 left-the-company reply into 4 opportunities



- Leverage rebranding and merger + acquisition activity
- Overcome opportunity blockers

Email Mining to Expand Within Accounts

- Add net new contacts
- Penetrate accounts + reach influencers
- Increase seats/users
- Increase renewal rates
- Identify adjacent opportunities to upsell + cross sell.



If You're Going To Mine Emails, Make It Count

Email mining delivers incredible value through actionable intelligence that you can use to: enrich your database, penetrate accounts, and grow pipeline — **TODAY**.