



eBook

# Revolutionary B2B Marketing Operations

# Introduction

Did you know replies to your email marketing campaigns contain a wealth of invaluable intelligence? The data in those replies can support mission-critical daily tasks, like maintaining the health of your database and catching unsubscribes to keep you compliant with email spam laws. And it can also be leveraged strategically to make your team more relevant to sales -- by delivering sales-ready leads straight from the accounts they're already targeting, and by identifying timely sales trigger events that represent top-line revenue opportunities. Many B2Bs have come to the consensus that adding reply email mining to their go-to-market strategy is a no-brainer.



*“Reply email mining is the secret weapon of keeping your customer database current and up to date. There is so much information coming back to you through email replies - you want to get that data out of your email inbox and automatically into your CRM and marketing systems.”*

-- Zak Pines, VP Marketing at Bedrock Data

But mining emails is *hard*.

Depending on the size of your database and frequency of email campaigns, you could be staring at an inbox full of hundreds, or even thousands, of replies that need your attention. You could pay an employee to do the task. But manually analyzing each reply, mining the relevant information, and entering it into your database is time-consuming, tedious, and error-prone.



*“LeadGnome solves the problem of spending hours going through every email bounceback and DQing no longer with company leads, unsubscribed leads, and updating old email addresses. The main feature is that this tool mines contact data from OOO replies and creates new leads for us to market to! Before we never imagined collecting this lead information (due to how timely this process is), but with LeadGnome we are able to consistently grow our database with quality leads.”*

-- Siri Olsson, Marketing Automation Specialist at Gigamon

# Introduction

Most importantly, it's not timely.

For example: By the time you discover that a lead's contact information has changed and updated your database, sales may have already given up trying to connect with what (was) a viable opportunity. Likewise, an Out-Of-Office (OOO) contains an alternate contact that your lead asked you to contact in their absence. The best time to reach out is while your lead is out of the office, which is typically a short window of time, making it imperative you catch the OOO and act upon it right away. A more painful blow is discovering a reply that represents a trigger event -- weeks after the reply was received. Your old lead is long gone from the company, a new lead has taken their place, and you're possibly finding out long after your competitors. The intelligence is already stale -- your sales team's timing advantage lost. And what about those people that refuse to use your link to automatically opt-out of your communications? If an unsubscribe request isn't caught before your next campaign goes out, you could have an irate person on your hands and be facing legal implications under email spam laws.

Mining reply emails is a simple solution to all of these challenges -- if you can do it efficiently.

With LeadGnome you can.

LeadGnome automatically mines the replies to your email marketing campaigns in real time. In seconds, the replies are categorized, the relevant data in each is identified, and, when connected to your Marketing Automation Platform (MAP) or CRM, your database is automatically updated and workflows automatically triggered to perform specific tasks to save you even more time. Your inbox is then organized as replies are automatically moved into folders, by type, to keep things tidy and easily accessible. Finally, human replies are automatically routed to the lead owner's inbox, allowing them to simply hit "reply" and instantly respond.

LeadGnome saves your marketing team hours upon hours of manual work on a daily, weekly and monthly basis.

Let's take an in-depth look at 5 common types of reply emails, the Account Based Intelligence (ABI) you can uncover in each, and precisely how to put this data to work so that you can save time, money, and effort -- starting TODAY.

# Email Mining Benefits

**Maintain Database Health** - 94% of businesses suspect their customer and prospect databases are inaccurate, and we know that B2B data decays at a rate of 70% annually. Mining reply emails maintains your database continuously by cleansing and enriching 72% of existing records annually.

**Enrich Existing Records** - Many inbound strategies collect only the name and email address of prospects. Once you add them to your email marketing campaigns, LeadGnome mines their replies for data such as title, phone number, address and other information that can be used to enrich your database.

**Segment Lists & Personalize Content** - When you enrich your existing records, you're learning more about your leads and how they fit within their organization. A title allows you to segment your leads - for example, users versus C-suite - so that you can send personalized content targeted to their persona.

**Automate Data Entry & Processes** - LeadGnome automatically updates your Marketing Automation Platform or CRM with fresh data, eliminating hours of data entry and the risk of human error. Go a step further by creating custom workflows to automatically perform tasks and notify lead owners and sales to changes.

**Eliminate Manual Review** - Manually reviewing reply emails is time-consuming, tedious, error-prone, and simply not timely. LeadGnome mines replies to your email marketing campaigns in real time, instantly categorizing them and extracting the relevant data, which allows you to re-allocate staff to other tasks.

**Remove The Guesswork** - It can take several minutes for a person to analyze a standard Out-Of-Office reply and identify the relevant intelligence. LeadGnome uses Artificial Intelligence to scan the unstructured body of a reply email and capture every speck of intelligence.

**Stay Compliant With Email Spam Laws** - Email spam laws such as CAN-SPAM in the US, CASL in Canada, and GDPR in Europe carry heavy fines for non-compliance. LeadGnome automatically captures manual unsubscribe requests, labels and organizes them into a folder, so you can quickly act on them.

**Be More Relevant To Sales** - 55-65% of reply emails contain alternate and replacement contacts that allow you to penetrate target accounts, add account-specific leads to your database, and get closer to the 7 people needed in an organization to make a B2B buying decision (Gartner).

**Clean Up Shared Inboxes** - When you have hundreds, or even thousands of replies hitting your marketing shared inbox, things can get messy, fast. LeadGnome automatically identifies and labels each type of reply, and also moves the replies into designated folders, by type, to keep your shared inbox tidy. A powerful example of how this can be helpful is with SPAM Defender auto-responses. These require a manual process. Because LeadGnome places them neatly in a separate folder, your team can quickly process them, avoiding blacklisting and increasing actual email deliverability.



## Grow Pipeline

Generate 4 new opportunities for each Left The Company response well before your competition knows these opportunities exist! Expand reach within organizations to create new deals, cross-sell and upsell. According to Craig Elias, Author of Trigger Event Selling, "First in wins the deal 74% of the time."



## Increase Sales Velocity

According to Gartner, an average of seven people are involved with each B2B buying decision. Add decision makers and influencers by as much as 36% from mining reply emails. The more you know about each account, the quicker you are able to win the deal.



## Stem Database Decay

94% of businesses suspect their customer and prospect databases are inaccurate. Campaign reply emails maintain your database continuously by identifying enhanced information about your leads. 66% of companies that have "clean" data report a boost in revenue and 25% higher conversions between the inquiry and qualified leads.



## Automate Data Entry

Work smarter, not harder. LeadGnome automatically updates your Marketing Automation or CRM with fresh data, triggering workflows and alerting your sales team.



## Protect Revenue & Brand

Identify and alert you to changes within an account before it's time to begin renewal discussions. Notifications of unsubscribe and sender verification emails ensure your brand's reputation and email deliverability rates remain high.



# Left The Company

A Left-The-Company (LTC) auto-response provides you with a replacement contact that you can use to update your database. Strategically, this is also a trigger event that you should alert sales to ASAP so that they can turn it into four potential sales opportunities. When your MAP/CRM is connected and LeadGnome mines the data highlighted below, your database is automatically updated and workflows are triggered to perform specific tasks.

## Auto-Reply: Don't Miss AI Marketplace Webinar

Tom Smith is no longer with ABC Software.

Our new Director of Marketing, Alex Booker, can be reached at alex@abcsoftware.com or 222-333-4455

Thank you,  
ABC Software



### Add Replacement Sales Lead



Alex Booker  
Director of Marketing | ABC Software  
alan@abcsoftware.com | 222.333.4455



### Bad Contact: Left The Company



Tom Smith  
Director of Marketing | ABC Software  
asmith@abcsoftware.com | 555.123.1234

## Mined Account Based Intelligence:

- Notification your lead, Pamela, left
- Date she left
- New contact: Jenni Miller
- Jenni's title: Marketing Manager
- Jenni's email: jenni@abcsoftware.com
- Jenni's phone number: 800-555-5454

## Save Time. Do More:

- Jenni is automatically added to your database
- Pamela is automatically removed (or tagged as LTC) from your database
- Lead owner/salesperson is automatically alerted
- Sales can reach out to Jenni to continue discussions
- Sales can generate four potential opportunities

# Human Replies

A personal reply is rare -- according to Return Path, only 0.02% of the email responses we receive -- but very powerful. When a lead takes the time to send you a personal response, they are engaging with you. As marketers we must identify these immediately and coordinate with sales to respond as quickly as possible. When your MAP/CRM is connected and LeadGnome identifies the information highlighted below, the human reply is automatically routed to the designated lead owner or sales rep's personal inbox. The human reply is delivered as if the sales rep is the intended recipient; all they have to do is hit "reply" to instantly respond to the inquiry. This eliminates the manual process of Marketing forwarding human replies, and eliminates any lag time between receiving and responding to important personal responses.



## Re: Video Of Conference Presentation

Hi Mark,

Thanks so much for the video. I'd love to set up a live demo. Can you connect me with the right sales person?

Thanks,  
William  
Marketing Manager  
555-444-3211



Route To Rep & Add To List



William Smith  
Marketing Manager | CoMingle United  
wsmith@comingle.com | 555-444-3211  
C: 552-442-3222

### Mined Account Based Intelligence:

- Identified "hand raise" from prospect
- Found mobile phone, direct dial, and job title

### Save Time. Do More:

- Reply is automatically categorized for review
- Reply is automatically routed to lead owner's inbox
- Sales can follow-up with the lead ASAP

# Out Of Office

When people are away from the office, it's common practice to set an Out Of Office (OOO) auto-response. These reply emails are so commonplace that many marketers scroll right past them looking for 'more important' messages. However, the amount of ABI they contain is eye-opening. When your MAP/CRM is connected and LeadGnome mines the data highlighted below, your database is automatically updated and workflows are triggered to perform specific tasks..



## Auto-Reply: Don't Miss AI Marketplace Webinar

Hi Sara,

I am attending a conference in Atlanta this week.

For immediate help, contact Sara Smith, Project Manager, sara@abcsoftware.com or 222-333-4444

John Appleton  
ABC Software  
222-333-4321



### Add New Sales Lead



Sara Smith  
Project Manager | ABC Software  
sara@abcsoftware.com | 222.333.4444

## Mined Account Based Intelligence:

- Append and cleanse existing leads
- New cell phone number for your lead
- New contact: Sally Smith
- New contact's title: Marketing Coordinator
- New contact's email: sally@abcsoftware.com
- New contact: Bruce Jones
- New contact's title: Operations Manager
- New contact's email: bruce@abcsoftware.com

## Save Time. Do More:

- Sally and Bruce are automatically added to your database
- Joe's cell number and title are automatically added to your database
- Lead owner/salesperson is automatically notified of dates
- New contacts are automatically sent an introductory message asking them to opt-in

# Change of Email Address

Notification of a change in name or email usually signifies a major life event for your contact, a merger or acquisition of the organization, or a rebranding initiative. M&A events in particular are a significant trigger event that could be a huge opportunity for sales, so they should be alerted ASAP. When your MAP/CRM is connected and LeadGnome mines the data highlighted below, your database is automatically updated and workflows are triggered to perform specific tasks



## Re: Monthly Customer Newsletter

Thank you for your email. Please note my new email address: janet.jones@bigfish.com. My old email address will no longer work after June 30.

Best,  
Janet Jones  
Project Manager



### Update Database



Janet Jones  
Project Manager | Bigfish  
janet.jones@bigfish.com | 222.333.4444

### Mined Account Based Intelligence:

- Notification that Janet's email address has changed
- Notification that your account, Smallfish, has experienced a change

### Save Time. Do More:

- Janet's email address is automatically updated in your database
- Lead owner/salesperson is automatically alerted that a trigger event
- Sales can reach out to Janet ASAP about the change

# Unsubscribe Request

Some people find it easier and quicker to unsubscribe by manually replying to an email instead of searching for the unsubscribe link. These replies deserve attention for many reasons, including adherence to email spam laws like CAN-SPAM, CASL, and GDPR, prospect satisfaction, and brand protection. When your MAP/CRM is connected and Lead-Gnome mines the data highlighted below, your database is automatically updated and workflows are triggered to perform specific tasks.



## Re: New eBook

Hi there,

Please remove me from your list. Thank you.

Sincerely,  
Paula



**Remove From Database**

### Mined Account Based Intelligence:

- Notification that someone wants to be removed from your list

### Save Time. Do More:

- Paula is automatically removed from your mailing lists
- Lead owner/salesperson is automatically notified to remove Paula from their lists as well

# Sender Verification

Spam filters quarantine emails from first-time or unknown senders to prevent fraudulent emails from being delivered. Some spam filters auto-respond to these types of senders asking for verification. When you identify and act on these reply emails, you'll increase your deliverability rate. When your MAP/CRM is connected and LeadGnome mines the data highlighted below, your database is automatically updated and workflows are triggered to perform specific tasks.



Flagged For Action

## Re: Webinar Invitation

Thank you for your recent email. My inbox is protected by a permission-based e-mail management system. This system is holding the message you sent because your email address is not on my list of approved senders.

Please click on the link below to add you to my list of approved senders and receive your original email.

Sender verification:

<http://SenderVerificationLink.com>

Please be aware that if you do not complete sender verification within 3 days, we will automatically delete your original message.

### Mined Account Based Intelligence:

- Notification that your message has been held and requires action

### Save Time. Do More:

- Sender verification request is automatically identified and placed in designated folder
- Appropriate marketing person is automatically notified that action is needed
- Request can be completed ASAP

# Conclusion

Mining reply emails is a powerful addition to any organization's marketing operations, as it saves hours of manual work, eliminates data entry and human error, and allows you to do more with the time you save. Here's a recap of the benefits of using LeadGnome to automatically mine campaign reply emails:

- **Maintain Database Health** - Mining reply emails maintains your database continuously by cleansing and enriching 72% of existing records annually.
- **Enrich Existing Records** - Email mining identifies data such as title, phone numbers, address and other information that can be used to enrich your database.
- **Segment Lists & Personalize Content** - Identifying a title from a reply email allows you to segment your leads so that you can send personalized content targeted to their persona.
- **Automate Data Entry & Processes** - Connect LeadGnome with your MAP/CRM to automate database maintenance and trigger workflows.
- **Eliminate Manual Review** - LeadGnome mines replies to your email marketing campaigns in real time, instantly categorizing them and extracting the relevant data.
- **Remove The Guesswork** - LeadGnome uses Artificial Intelligence to scan the unstructured body of a reply email and capture every speck of intelligence.
- **Stay Compliant With Email Spam Laws** - Manual unsubscribe requests are automatically captured, labeled and organized so that you can quickly act on them.
- **Boost Email Deliverability Rates** - SPAM filters protect businesses with sender verification auto-response emails. Receive alerts to ensure messages find their intended recipients.
- **Protect Your Brand** - Automatically identify manual unsubscribe requests and act on them quickly to eliminate negative brand perception.
- **Be More Relevant To Sales** - As 55-65% of replies contain alternate or replacement contacts, mail mining allows you to penetrate target accounts and add account-specific leads to your database.
- **Clean Up Shared Inboxes** - LeadGnome automatically identifies and categorizes each type of reply, and also moves the replies into designated folders, by type, to keep your shared inbox tidy.



Start using LeadGnome today to save time, do more, and ultimately drive more revenue. What are you waiting for? LeadGnome couldn't be simpler to implement - start seeing results today with your free trial.

[FREE TRIAL](#)

Contact us today for more information.

[info@leadgnome.com](mailto:info@leadgnome.com)

[leadgnome.com](http://leadgnome.com)