

Citrix Maintains Customer Contact by Appending Business Emails



"Prior to the implementation of the Email Appending project, only 69% of our contacts had an email address. Using TowerData's Business Email Appending Service, we have added and maintained email addresses for 98 percent of our database."

Michelle Alterio, eMarketing and Systems Analyst
Citrix Systems



The Company: Citrix Systems, Inc.

Fort Lauderdale, Florida-based Citrix Systems, Inc. is the global leader in access infrastructure solutions. Citrix software enables people in businesses, government agencies, and educational institutions to securely access applications and information from anywhere, anytime, using any device, over any connection. Citrix customers include 100 percent of the Fortune 100 companies, 99 percent of the Fortune 500, and 92 percent of the Fortune Global 500.

The Situation

Citrix Systems wanted to bring its contact database up-to-date in order to proactively communicate with its customers via email and increase brand awareness.

Citrix Systems objectives were to:

- Acquire email addresses for all customer, prospect, and partner contacts in its global database,
- Identify defunct customer companies or those no longer using Citrix products,
- Identify outdated contacts, and
- Reduce its direct mail costs.

The Challenges

In order to reach its goals, Citrix needed:

- A permission-based list of business email addresses—not personal email addresses—for contacts spread out across North America, Europe, and the Asia Pacific region, and
- A methodology that was rapid, efficient, and cost-effective.

The Solution

TowerData's Business-to-Business (B2B) Email Appending Service

The Results

- TowerData appended email addresses to 93 percent of Citrix's appendable contacts,
- Estimated savings of more than \$100,000 per year in direct mail costs,
- Over 850 new business leads,
- Product, marketing and customer care communications that can reach more existing clients, and
- Email bounce rates reduced to a low of three percent, down from a high of 35 percent.

Citrix Systems, Inc.

The Story

Citrix Systems' marketing communications historically relied primarily on direct mail, but with 120,000 organizations around the world using its services, the company wanted to use email to increase the frequency of communications with its customers and decrease its direct mail costs.

For various reasons, many contacts in the Citrix database did not have email addresses or had incorrect addresses—when it came to email campaigns, those hard-won leads were useless.

"It was imperative that we append business email addresses to our customer and prospect lists," says Michelle Alterio, eMarketing and Systems Analyst, Citrix Systems. "We needed to gain better insight into the status of contacts in our database before we could plan strategies that utilized it effectively for prospect, customer and partner communications."

Citrix considered using telemarketing to obtain customers' email addresses, but it realized that email appending would be less costly, faster, and yield more comprehensive results. Email appending is the process of matching a company's database of customer information that lacks email addresses with a third party's database of email addresses in an attempt to obtain the email addresses of the company's customers. However, standard appending services offered by most companies would not work because they primarily contain consumer email addresses.

Standard consumer appending services have single-digit match rates to business addresses and append personal emails, such as Hotmail or Yahoo addresses. Citrix needed better results and, because of the sensitive nature of some of its communications, needed to obtain the work email addresses of its contacts.

After extensive review of the options available, Citrix selected TowerData's Business Email Append Service as the right solution to meet its needs.

Unlike TowerData's Consumer Email Append Service, which matches a client's customer names against TowerData's database of more than 200 million addresses, TowerData's B2B Email Append Service derives email addresses based on corporate email address naming conventions.

To append a business email address to a contact, TowerData:

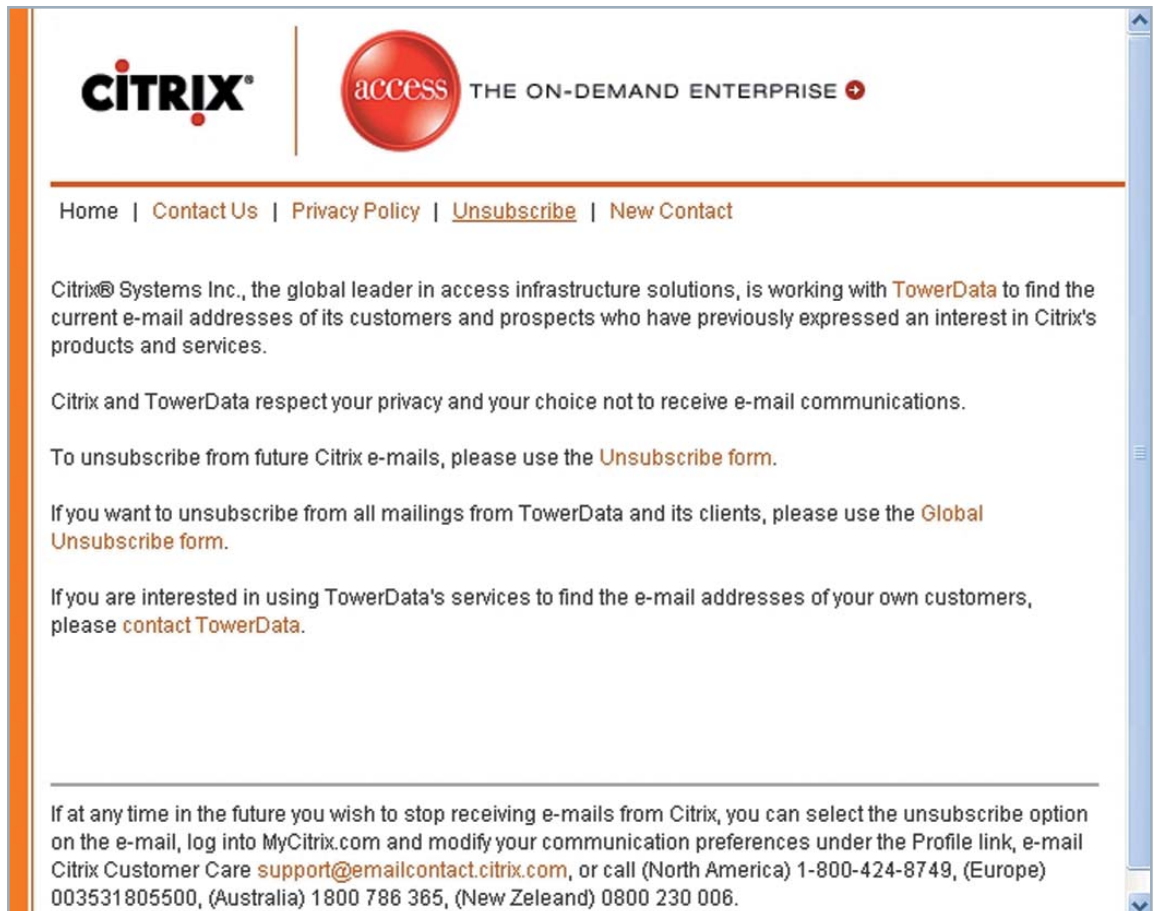
- Locates the domain used for email by the contact's company (e.g. @us.ibm.com for IBM)
- Determines what naming convention the company uses for email addresses (e.g. firstname.lastname) by consulting TowerData's database of 90 million unique email addresses,
- Derives the contact's email address by following the pattern used at the company, and
- Sends an email directing the contact to a client-branded Web site where they can either opt-out of future email messages from the client, update their contact information, or provide an alternate contact.

For example, if William Rice's company uses the domain xyz.com and the most common pattern for xyz.com's email addresses is first initial followed by last name, TowerData would try contacting William at wrice@xyz.com.

But it's not always that simple: Large companies can have multiple email naming patterns and each needs to be analyzed. TowerData derives a number of possible email addresses and each is ranked according to the probability of it being correct.

If the first email TowerData sends to William bounces, it might try a nickname such as Bill (brice@xyz.com), or the next most commonly used email naming pattern at that company.

Citrix Systems, Inc.



"As a good Internet citizen, and aware of our position in the email marketing industry, we limit the overall number of emails sent to a particular domain and sent during a specific time period," says Tom Burke, President, TowerData. "If a company notifies us that they do not wish to receive append emails, we stop immediately and add them to a suppression list."

For Citrix Systems, TowerData sent permission request emails to the best addresses it derived for their contacts. The emails reminded recipients of their existing relationship with Citrix and requested permission to send product and service information via email. The contacts were directed to a landing

page on a Citrix-branded Web site where preferences for marketing communications could be selected.

"In order to elevate our customer's comfort level with the appending process and encourage their willingness to receive future email communications, the Citrix-branded landing page was very important," Alterio says. "TowerData designed the initial email and the email preference Web site to have the same look and feel as our Web site."

TowerData manually reviewed all responses to the permission emails, frequently communicating with Citrix throughout the process.

Citrix Systems, Inc.

About TowerData

TowerData is a leading provider of email and data solutions. Covering the entire lifecycle of customer information, TowerData services help businesses acquire and retain customers, validate and enhance data, and deploy and analyze marketing campaigns. Since 2001, TowerData has improved customer communication for companies such as Reader's Digest, Brookstone, DIRECTV, Citrix Systems, Wine.com, and Cathay Pacific Airlines.

"Maintaining the trust of our customer base is our highest priority," Alterio says. "TowerData time and again demonstrated their expertise and their focus on customer service. We would not have moved forward with email appending if we weren't confident that our clients were in good hands with TowerData—when it comes to brand image, there's just too much at stake."

As a multinational company, Citrix's database includes clients across the globe, and TowerData needed to append business email addresses to Citrix Systems' contacts in Europe, Latin America and Asia/Pacific as well as North America. To accomplish this, TowerData developed versions of the Citrix Systems' email in five different languages: American English, British English, French, German, and Italian. TowerData also worked with Citrix to make sure that all emails sent complied with all local email and privacy laws. In all, TowerData delivered emails to 23 different countries on Citrix Systems' behalf.

The Conclusion

"We had appended emails rolling in by the thousands," Alterio says. "We also found that some large customers we worked with in the past who were in our database had gone out of business or had company name changes and, thus, email domain changes. It was a real education on why a database needs to be regularly maintained."

The bottom line? In the initial project, TowerData appended 27% of the Citrix database, and, after three cycles of appending over nine months, 98% of contacts that could be appended were matched with an email address. In the process, 9% of contacts were found to be bad and dropped from the list—these are contacts that no longer receive costly direct mail pieces. In addition, Citrix Systems' bounce rates went from a high of 35 percent to a new low of three percent.

"The first time we used TowerData's Business Email Appending Service we added email addresses to 27 percent of our contact database and saved \$100,000 in direct mail costs," Alterio says.

"TowerData now appends and cleans our list three times a year."

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