

Email List Scrubbing

Email marketing is messy. Clean it up!



Sending duplicate emails or an email offer to a customer who already owns your product is not only a waste of money; it also creates a very poor customer experience and can give your brand an unwanted black eye. Before you do any co-marketing email programs, you will want to first perform a list scrub.

What Is List Scrubbing?

List scrubbing means comparing two (or more) encrypted email lists to look for data that does or does not match. Essentially, your email list is “scrubbed” or compared against another’s email list. This can often times be very cumbersome with off-the-shelf tools such as Excel because list sizes can often be very large, unformatted and hard to work with. With the right email list-scrubbing tool, this not-so-minor detail can be easy to accomplish, save you time and money, and ultimately lead to a better customer experience for very little cost.

3 Times You Need List Scrubbing

1) Co-marketing Between Companies

When two different companies create a content piece or special offer and present it to interested customers/prospects, it means they’ll likely be sharing email lists. Sharing your list with a carefully selected partner can be an effective way to gain new customers. Understandably, many companies will be reluctant to share their lists and it may even be against their privacy policies. UnsubCentral provides a secure space to share encrypted data. We’ll scrub your lists to make sure you’re not mailing the same customers twice and that you’re honoring opt-outs on both sides

2) Cross-Promoting Between Your Company’s Brands

Often times enterprise-level companies wish to cross-promote their products between their own business units. Today’s tech-savvy customer will expect you to know if they do business with more than one of your brands. Before conducting cross-promotions, you will want to compare lists to make sure the customers are not already on both lists and already own the product you are cross-promoting. If your lists are too large to manage internally, we can do that comparison for you. This can be done as a one-time list scrub, or we can provide ongoing support as your list continues to grow.

3) Maintain CAN-SPAM Compliance

As a reminder, list scrubbing not only saves time and money, it’s a requirement to be CAN-SPAM compliant. With any co-marketing email campaign, it’s important for both parties to share opt-out data. You will need to ensure that you are not marketing to anyone in your co-marketing program that has already expressly communicated to you that they do not want to receive emails from you. And remember, list scrubbing before email co-marketing is crucial, but it doesn’t have to be complex. UnsubCentral can take the guesswork out of the process for you. Ultimately, you will save both time and money and ensure you are CAN-SPAM compliant.