



# LeadsPlease Email Address List Guidelines

## LeadsPlease Email Address Lists

Email Marketing is a fast and economical way to reach 1000's of potential new customers! When you purchase a LeadsPlease Email Address List, you get a quality email address list that is in an Excel (.csv) file format, that you can use again and again to market your product and service. Unlike other marketing channels, email marketing is relatively quick and easy to implement and can be a quick way to advertise an event and/or boost sales.

## Deploying your Email Campaign

There is an art to deploying Email campaigns successfully, and there are professional 3rd party services who can help you do this and help you increase the number of emails that get delivered successfully.

We strongly recommend that you utilize a 3rd party email deployment service to deploy your email campaign for you. If you choose to purchase an email address list, and deploy the emails yourself, there is no guarantee what percentage of your emails will be delivered accurately.

Some email services allow you to send bulk emails to third party bought lists, some do not. Please contact your email service directly if you have questions regarding their bulk email deployment rules. MailChimp and Constant Contact do not allow you to upload/send to third party, purchased lists.

We validate Email Addresses at time of purchase. If you deploy the email campaign yourself, most bounces/undelivered emails will be due to your server, domain and content issues that are out of our control.

Important: Please comply with the CAN-SPAM regulations. Please visit the [Federal Trade Commission](#) website and ensure that you comply with the CAN-SPAM



regulations. By ordering an email list from us you explicitly agree to comply with all relevant regulations including the CAN-SPAM Act. Please do not order a mailing list from us if you do not intend to comply with these regulations and laws.

Important: All Email Address lists are non-refundable.

## **Email Marketing FAQs**

### **Why do some emails get returned? Why won't 100% of my emails go through?**

Email marketing is very complex, and there are a lot of reasons why emails get returned and do not reach a recipient's inbox. An incorrect email address, is just one of many reasons why an email may not get delivered. Emails that are not delivered are called 'bounces'. Bounces are classified as soft or hard bounces:

- A soft bounce is an email message that gets as far as the recipient's mail server (it recognizes the address) but is bounced back undelivered before it gets to the intended recipient. A soft bounce might occur because the recipient's mailbox is full, the server is down or swamped with messages, the recipient's server recognizes the sender, message or content as spam, or the message is too large.
- A Hard bounce is an email message that has been returned to the sender and is permanently undeliverable. Causes include invalid addresses (domain name doesn't exist, typos, changed address, etc.) or the email recipient's mail server has blocked your server.

### **What is an email 'bounce'?**

Bounces are emails that are undeliverable, and that do not reach the inbox of the recipient. A bounce occurs when you send an email, but it does not get delivered. The recipient's mail server does not accept the email, and they send it back.

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undelivered before it gets to the intended recipient. A soft bounce might occur because the recipient's mailbox is full, the server is down or swamped with messages, the recipient's server recognizes the sender, message or content as spam, or the message is too large.

- A Hard bounce is an email message that has been returned to the sender and is permanently undeliverable. Causes include invalid addresses (domain name doesn't exist, typos, changed address, etc.) or the email recipient's mail server has blocked your server.

### **Can I use my personal email account (ex. Gmail / Yahoo etc) to send out emails to your lists?**

Some email services allow you to send bulk emails to third party bought lists, some do not. Please contact your email service directly if you have questions regarding their bulk email deployment rules.

### **After I get my list, what do I do?**

After you get your list, you can start email marketing! You can upload your list of contacts into your email account / program, or forward the list to your email service provider. Please note: We strongly suggest that you use a verified, accredited 3rd party email service provider to help you release your email marketing campaign.

## **Business Email Address Lists**

### **How accurate are your Business Email Lists?**

We take great pride and care in maintaining the quality of our data, as it is the core of our business. But despite our efforts, marketing lists will never be perfect. Although we go to great lengths to frequently clean and update our databases, they will always contain a small number of undeliverable mailing addresses & emails, out of date information and data errors that are beyond our control. On average, you can expect to receive the following accuracy rates:



- Business Mailing Address & Demographics – 90+
- Business Telephone Number – 85+%
- Business Executive's Name + Email Address – 70+%

### **Where does your Business list information come from?**

Our business data is compiled using a variety of verified sources, including but not limited to, public financial reports, directories, online & offline research and phone verification.

### **What format is the list in?**

The list comes as a .csv file. You can use the list in a variety of programs, including Excel.

### **What does a Business Email Address List include?**

Business Email Address Lists Include:

- Company Name
- Physical Mailing Address
- SIC Code
- Contact First & Last Name
- Contact Title
- Contact Email Address

### **I want a Business Email Address List - How do I get started?**

You can give us a call 1 866 306 8674 or submit your request online at

[www.leadsplease.com/contact](http://www.leadsplease.com/contact)



## **Consumer Email Address Lists**

### **Where does your Consumer list information come from?**

Our consumer data is compiled using a variety of verified sources, including but not limited to, online & offline research, questionnaires, surveys, product purchases, memberships, magazine subscriptions and self-reported information.

### **How accurate are your Consumer Email Address Lists?**

We take great pride and care in maintaining the quality of our data, as it is the core of our business. But despite our efforts, marketing lists will never be perfect. Although we go to great lengths to frequently clean and update our databases, they will always contain a small number of undeliverable mailing addresses & emails, out of date information and data errors that are beyond our control. On average, you can expect to receive the following accuracy rates:

- Consumer Mailing Address & Demographics – 95+%
- Consumer Email Address – 80+%

### **What format is the list in?**

The list comes as a .csv file. You can use the list in a variety of programs, including Excel.

### **What does a Consumer Email Address List include?**

Consumer Email Address Lists Include:

- First & Last Name
- Physical Mailing Address
- Email Address

### **I want a Consumer Email Address List - How do I get started?**

You can give us a call 1 866 306 8674 or submit your request online at

[www.leadsplease.com/contact](http://www.leadsplease.com/contact)



## Email Marketing Guides

[Email Deliver Best Practices](#), by Direct Marketing Association

[EEC's Email Authentication Guidance](#), by Direct Marketing Association

[Email Marketing Field Guide](#), by MailChimp

[Guide to User Friendly Emails](#), by AWeber

[The Small Business Guide to Email Marketing](#), by Simply Business

[Basics of Email Marketing for Nonprofits](#), by Convio