



We focus on Data Enhancement and Design

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History:

In the year 2007 eFocusData Inc. started as a database management company providing data for other 3rd party vendors. Over the years eFocusData evolved as a leading provider of quality B2B email and telemarketing lists. Led by seasoned B2B lead generation experts, eFocusData enables marketers to deliver higher quality and quantity of leads to sales teams. We specialize in providing B2B lists that are privacy-compliant, accurate and affordable. Our continuously updated email/direct mail lists allow you to target your market, grow your sales and increase your profits.

The combination of quality data, superior customer service and impartial recommendations has made us the leading mailing list provider of choice for thousands of customers across the country. Over the years, the business has changed based on the requirements of the evolving B2B and IT markets.

Since 2008 September we have setup an trained facility offshore to maximize on profitability by cutting maintenance cost and there by being able to provide cost effective price points to our customers.

Data Sources

We have our own team of card collectors and event attendees those who attend different tradeshows and collect cards round the year. We are also subscribed to different subscriptions and portals.

Apart from this we also work with various third party email vendors.

We collect information from these sources. Once we collect all the information, we send it to our 250+ people strong data team to compile the data file and place it in a format.

After formatting all the records the data file is sent our dedicated appending team. They append all the missing information like emails, phone number, fax number etc.

Once the appending process is done, we start sending opt-out mailer asking them if they are interested in receiving third party emails and we give couple of choices to opt-out and wait for 8-10 working days. After we receive all the opt-outs, we remove those contacts from the data file and the rest is added to our master database.



Email Marketing Features

The basic functionality of email marketing platforms is described below.



List and Contact Management

Before sending an email campaign, you need a list to send it to. All email marketing platforms require a database of contact records and a way to import, export, and manage these records. Segmentation is critical in email performance, and some platforms are able to segment based on both “who you are” (your contact profile) and “what you do” (your response activity).

For example, you may want to send a follow-up email on contacts in NY State who linked on your last message. It’s important to be able to easily search your database to fill each mailing list.



Message Creation:

Message creation may be done via templates, WYSIWYG or HTML editors, or by uploading copying or uploading files designed externally.

Do's and Don'ts

a. *Make sure all your email recipients are opt in or double opt in. This means that they have subscribed to receive the industry related information and always provide an unsubscribe link.*

b. *Always sign each email with your name, address, company (if any), telephone # and Email address. This will ensure you are never accused of spam or at least you will be found innocent.*

c. *Keep the email short, with each paragraph 5-10 lines at most. People are in a hurry and they scan most email so make sure your email has the most important point in the first sentence of each paragraph.*

d. *Create a compelling or interesting subject line. Good headlines aren't hype of over- stated; simply what the benefit the reader will get for opening and reading your email.*

e. *When you send an email make sure it's properly formatted with 60-65 characters per line with a 'hard return' so it looks even and professional.*



Thank you