

eRespond™



Boost email response rates and add lift to your email campaigns with eRespond!

Take advantage of MCH's proprietary email scoring solution that uses **real-time data** to rank and score K-12 educators in institutions most likely to respond to email offers.

Each institution is given a ranking to help marketers easily and accurately target their email campaigns based on buying capacity and response behaviors for improved results.

Reach Hot Email Leads Faster

- Develop segmented offers based on audiences' likelihood of responding.
- Utilize eRespond data to identify other multi-channel outreach programs for prospects with a lower affinity for email responses.

Increase Engagement

- Targeting those identified as likely to respond can boost open, click and engagement rates.
- Boosting engagement rates is a key factor in maintaining a good **deliverability rate**.

eResponse Methodology

MCH uses a proprietary unique process that incorporates multiple attributes per institution type and combines them with behavior data from millions of emails deployed by MCH.

eRespond then weights each attribute based on importance, assigns individual scores and calculates a total score. An index is created, and each institution is placed into one of five categories ranging from most likely to respond to least likely to respond.

Analytics and Reporting

Clients that use eRespond will be able to review how it performed in their campaign by reviewing Channel_e reports.

Email continues to be the #1 channel for ROI.

List segmentation is the most effective email list strategy!

Email list segmentation just got better thanks to eRespond.

For more information regarding MCH's eRespond product, please call your Relationship Manager at 800-776-6373 or email info@mchdata.com

MCH 
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