



CASE STUDY

Transforming **Email Marketing** Performance Through Data Optimization

How the Cleanse-Enrich-Optimize Framework Delivered a 197% Improvement in Email Marketing Efficiency:
A Case Study by Span Global Services

Results at a Glance

Three headline outcomes that defined the engagement, and changed how the client thinks about data forever.

197%

Email Marketing Efficiency

Improvement delivered immediately following data optimization across all four phases.

4

Optimization Phases

Structured phases from audit and diagnostics through continuous verification and updates.

6

KPIs Improved

Bounce rate, open rate, CTR, segmentation, data accuracy, and team confidence all measurably improved.

Significant Reduction in Bounce Rates

Delivery failures eliminated through hard bounce removal, domain validation, and multi-layer verification.

Increased Open & Engagement Rates

Verified, accurate contacts meant emails reached real, active audiences, driving measurable inbox engagement.

Client Challenge

One of our top enterprise clients was experiencing significant challenges with email marketing performance. Despite having a strong campaign strategy and compelling content, results were below expectations due to data quality issues that were quietly undermining every outreach effort.

High Bounce Rates

A large proportion of emails were failing to deliver, inflating bounce metrics and signalling deliverability issues to mail server providers.

Low Open & Click-Through Rates

Even emails that reached inboxes were underperforming, a direct consequence of reaching the wrong contacts at the wrong organizations.

Outdated Contact Information

Inconsistent and stale records meant the client's database had drifted out of alignment with reality, contacts had moved, roles had changed, and domains had lapsed.

Missing Segmentation Fields

Critical firmographic, demographic, and role-based attributes were absent, making meaningful audience segmentation and personalization impossible.

"The client recognized that unreliable data was negatively impacting campaign ROI and damaging brand credibility, and that the only sustainable fix was a structured approach to data quality, not another round of content revisions."

— Span Global Services, Engagement Summary

The Data Quality Problem at a Glance

A side-by-side view of where the client stood before engagement, and where they landed after the Cleanse-Enrich-Optimize framework was applied.

| Performance Indicator | Before Optimization | After Optimization |
|------------------------------|--------------------------------------|----------------------------------|
| Bounce Rate | ✘ High: delivery failures widespread | ✓ Significantly reduced |
| Open Rate | ✘ Below expectations | ✓ Measurably increased |
| Click-Through Rate | ✘ Low engagement | ✓ Improved engagement |
| Contact Data Accuracy | ✘ Inconsistent & outdated | ✓ Verified & standardized |
| Segmentation Capability | ✘ Critical fields missing | ✓ Enriched for precise targeting |
| Team Confidence in Data | ✘ Low: reliability questioned | ✓ High: trusted across teams |
| Overall Marketing Efficiency | ✘ Baseline | ✓ 197% improvement |

Our Approach: Cleanse – Enrich – Optimize

Rather than simply replacing the data, Span Global Services implemented a structured **Cleanse – Enrich – Optimize** framework, which is a four-phase methodology designed to address the root causes of data decay and build a reliable, campaign-ready foundation.

1

Phase 1

Data Audit & Diagnostics

2

Phase 2

Data Cleansing

3

Phase 3

Data Enrichment

4

Phase 4

Continuous Verification

Four-Phase Framework: Deep Dive

1

Data Audit & Diagnostics

- Identified invalid, outdated, and duplicate records
- Analyzed bounce patterns and domain-level issues
- Assessed gaps in firmographic, demographic, and role-based attributes

2

Data Cleansing

- Removed hard bounces, invalid domains, and duplicate contacts
- Standardized key fields: job titles, company names, and industries
- Corrected formatting inconsistencies to align with CRM standards

3

Data Enrichment

- Appended verified email addresses and direct dials where applicable
- Added missing decision-maker and role-specific attributes
- Enhanced segmentation fields for more precise targeting

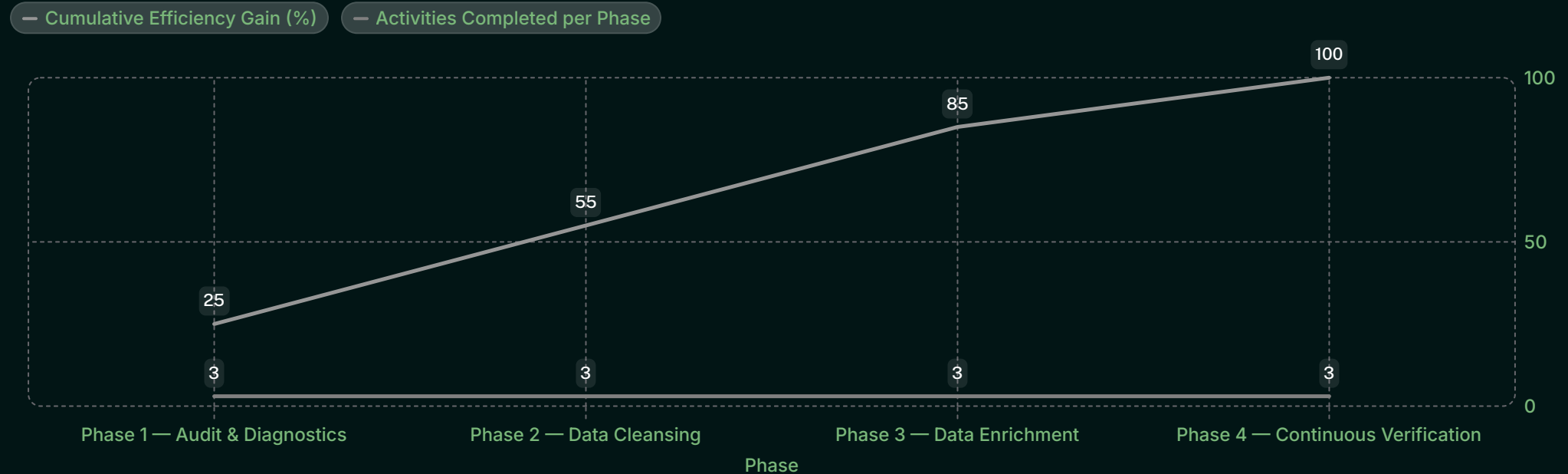
4

Continuous Verification & Updates

- Applied multi-layer email verification prior to deployment
- Maintained data freshness aligned with campaign cycles
- Ensured ongoing accuracy through periodic updates

Four-Phase Framework: Activity Coverage & Efficiency Gain

Each phase contributed equally in activity volume while driving compounding gains in cumulative efficiency: from 25% after diagnostics to 100% of the efficiency target by Phase 4.



All four phases delivered 3 activities each, with cumulative efficiency gains compounding from 25% through to full target achievement at Phase 4.

Results Delivered

The impact was immediate and measurable. By addressing data quality at its source, the Cleanse-Enrich-Optimize framework translated directly into stronger campaign performance across every key metric.

Bounce Rate

From widespread delivery failures to significantly reduced bounce rates, protecting sender reputation and long-term deliverability.

Open & Engagement Rates


Verified, accurate contacts drove meaningful increases in open rates and click-through rates across all campaigns.

Audience Segmentation

Enriched fields enabled precise targeting & personalization, replacing the spray-and-pray approach with surgical outreach.

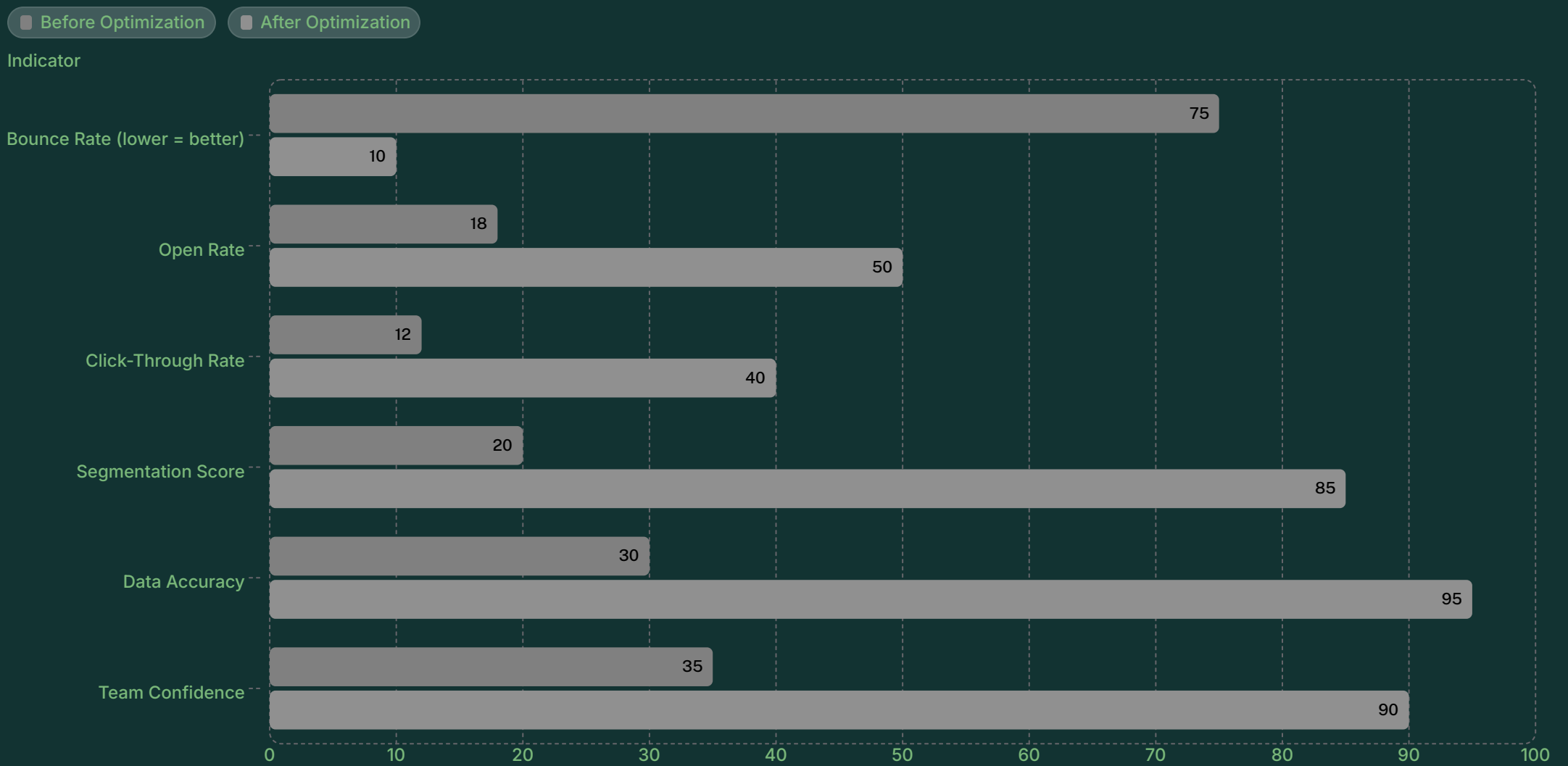
Team Confidence

Sales and marketing teams gained full confidence in their data, enabling faster decisions and more reliable campaign planning.

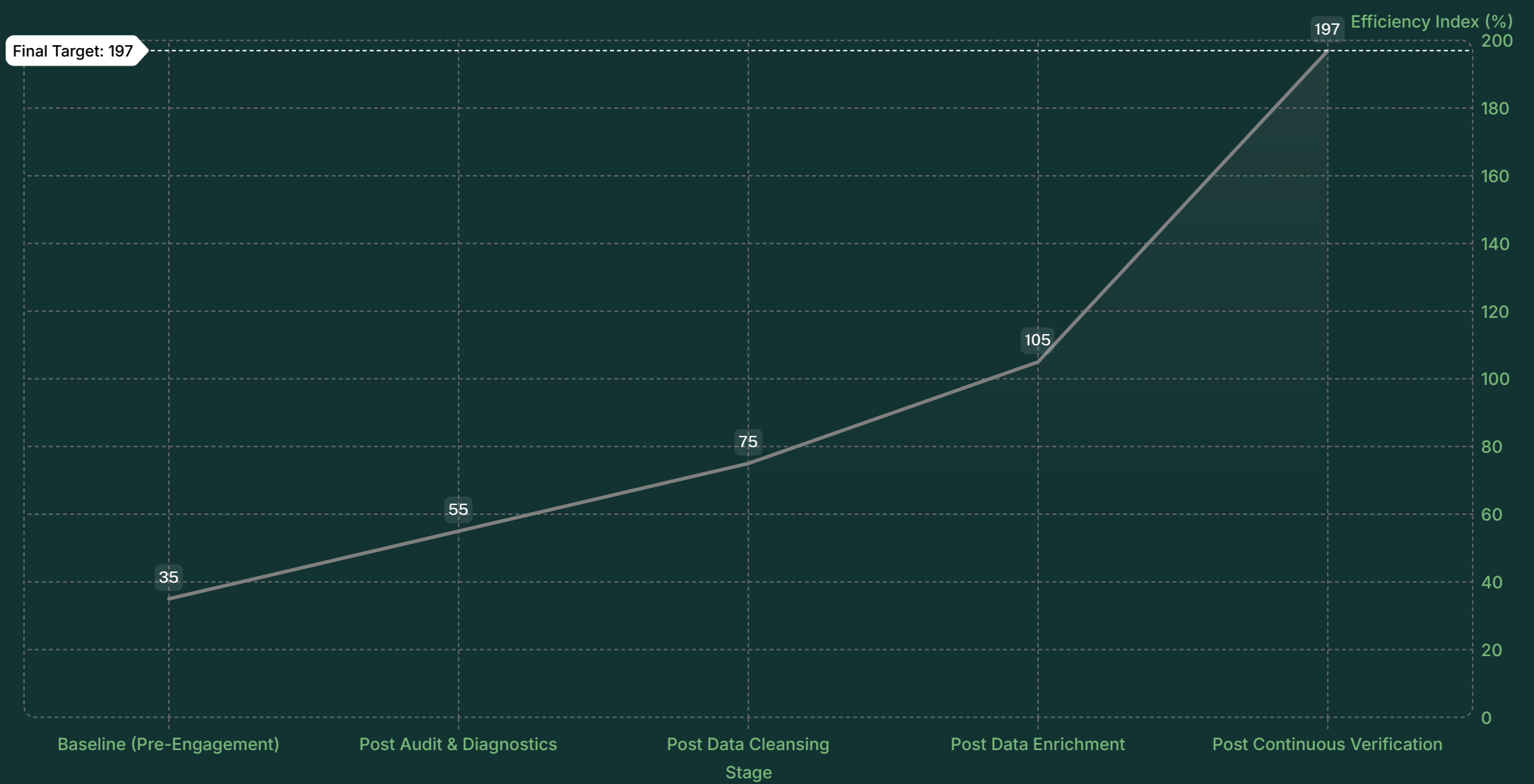
 **197% Improvement in Email Marketing Efficiency**, all delivered immediately following data optimization across all four structured phases.

Campaign Performance: Before vs. After Data Optimization

A direct comparison of key performance indicators before and after the Cleanse-Enrich-Optimize engagement, illustrating the scale of transformation across every measurable dimension.



Email Marketing Efficiency Gain by Optimization Phase



The efficiency index climbed from a baseline of 35% to a final 197% - a compounding gain driven by each successive phase of the framework.

"Data quality is a critical driver of marketing success. By transforming the quality and accuracy of the client's data, we enabled more effective targeting, higher engagement, and stronger campaign performance."

— Span Global Services, Email Marketing Optimization Engagement



More Effective Targeting

Enriched segmentation fields allowed the client to reach the right decision-makers with the right message, eliminating the spray-and-pray approach that had undermined previous campaigns.



Higher Engagement

With verified, accurate contacts in place, open rates and click-through rates rose meaningfully, reflecting a database that was finally aligned with real, active audiences.



Stronger Campaign Performance

The 197% efficiency improvement translated into measurable ROI gains, shorter sales cycles, and a marketing engine that sales and marketing teams could rely on with confidence.

5 Reasons Data Quality Determines Email Marketing Success

The lessons from this engagement apply universally. Data quality is not optional. It is the foundation of every high-performing email marketing program.

Strategy Cannot Compensate for Bad Data

Even the most compelling campaign content will underperform when delivered to invalid, outdated, or irrelevant contacts. Data quality is the foundation, not an afterthought.

Bounce Rates Damage More Than Delivery

High bounce rates signal bad sender reputation to mail providers, reducing deliverability over time and compounding the original data problem with lasting infrastructure damage.

Enrichment Turns Contacts into Audiences

Appending verified emails, direct dials, and role-specific attributes transforms a flat contact list into a segmentable, personalizable audience that responds to relevant outreach.

Cleansing Must Precede Enrichment

Adding data on top of corrupted records compounds the problem. A structured audit-and-cleanse phase is essential before any enrichment or optimization activity begins.

Data Freshness Is an Ongoing Discipline

A one-time cleanse is not enough. Maintaining data accuracy through periodic verification and campaign-cycle updates is what sustains long-term performance gains.

Ready to Transform Your Email Marketing Performance?

Contact Span Global Services to access 100% compliant, verified B2B datasets and data optimization services, built to accelerate your campaigns and restore confidence in your marketing data.

[Talk to Our Team](#)

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