

# THESE TOOLS ENABLE ECOMMERCE AND RETAIL BUSINESSES TO MAXIMIZE SALES

## THE CHALLENGE

A customer comes to your page. He adds a few items to his cart. He starts to checkout. Then, he abandons his cart. But, good news, **he entered his email** before he took off since you ask for an email first thing in the checkout process. So, your system automatically sends a cart abandonment email.

**Cart abandonment emails have an excellent success rate.**

So, sale saved, right? Wrong. Turns out the customer entered an invalid email address. The abandoned cart email bounces. The customer is never seen again.



This happens a lot more than we'd like to admit.

**Over one-third of customers admit to giving fake email addresses.**

This is why customers can be so difficult to reach. Because they are actively avoiding sales contact.

And it's not just email.

It takes an average of 18 calls to connect with a prospect over the phone. It takes between 7 and 13 touches just to generate a sales-qualified lead.

Then, the data challenges go beyond the customer. The average salesperson spends 17 percent of their day entering data. If they make a mistake in that data entry, it causes additional customer contact issues.

Having bad contact information for customers also degrades the customer experience. If there is a problem with their order, but you can not get in touch with them to correct the issue, you have to wait until they call and complain to remedy the problem. Even if your customer service is great, that customer probably will not recommend your business to a friend.

So, how do we make customer outreach more reliable?

By eliminating bad data. If you prevent fake email addresses, inactive phone numbers, and invalid mailing addresses from breaching your databases, you will waste less time and money on dead ends.

**That's where Searchbug can help you.**



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## THE SOLUTION

There are data validation solutions for both the front end and the back end of the eCommerce and retail operations. It boils down to whether you want to validate data as it comes in or, use data cleansing tools to maintain the health of your databases. It is best if you do both. However, you will see an increase in your ROI from your data if you use just one method.

### SEARCHBUG BATCH: VERIFY PHONE NUMBER TOOL

**Phone numbers are a critical piece of data for sales and customer service operations.**

No matter how you collect phone numbers, you should quarantine your lists of new phone numbers and verify them before your teams use them.

Searchbug Batch: Append Contact Information can get:

- Name
- Aliases
- Current and recent addresses
- Email address
- Phone number
- Date of birth and data of death, if deceased
- Relatives' names and dates of birth (typically the month and year)

This enables you to keep your databases complete and up to date so that you can reliably make contact throughout the entire customer lifecycle.

*Use the batch: append contact information service to screen lists before you deploy them, whether they are new or old.*



### ABOUT SEARCHBUG

Searchbug is a professional online service for validating phone numbers and collecting customer information that empowers eCommerce and retail sales, marketing, and customer service efforts with validated contact information when they need it.

#### Sources

- **Marketing Week**, <https://www.marketingweek.com/2015/07/08/consumers-are-dirtying-databases-with-false-details/>
- **Topo**, <https://blog.topohq.com/sales-development-technology-the-stack-emerges/>
- **Online Marketing Institute**, <https://www.onlinemarketinginstitute.org/blog/2013/10/why-it-takes-7-to-13-touches-qualified-sales-lead-part2/>

### SEARCHBUG VERIFY PHONE NUMBER AND VERIFY EMAIL ADDRESS API

**The best way to keep your databases clean is to verify data at the point of entry.**

With an API you can integrate data validation into your customer-facing data entry forms and validate inputted data in real-time. If the information is invalid, the customer will be prompted correct any errors.

This helps keep out fake and invalid emails, protects you from spam traps, and ensures that customers enter a valid and active phone number.

Since most fraudulent orders are placed using false contact information, real-time data validation also acts as passive fraud deterrence.

Data integration enables you to automate part of your data verification process, reduce fraud, and minimize order complications and delays without negatively impacting the customer experience.

*Data verification APIs work best in conjunction with batch processing services to confirm and update information once it is in your databases.*

## CONCLUSION

The best data verification process for eCommerce and retail businesses is a two-stage process that verifies data on the front end, as customers enter it, and then validates data once it is in the databases before it is deployed. This two-stage process requires both data integration and list cleaning tools to pull the best ROI from your data.