

Sendoso

Quick Win Guide

Best Practices for
Address Confirmation



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In this guide we explain what Address Confirmation is and how it works, best practices for using Address Confirmation, 5 plays you can start running today, and metrics to measure your success.

Address Confirmation Overview

Sendoso's Address Confirmation feature allows your recipient to confirm their address before something is shipped to ensure it arrives at the correct location.

Why Use Address Confirmation

Your sends go to the right place. Even for those who are in an office, accuracy can be a concern. Companies have many locations. Often the address you have in your CRM, say the HQ office, even if it matches the city and state isn't necessarily where an individual may be seated.

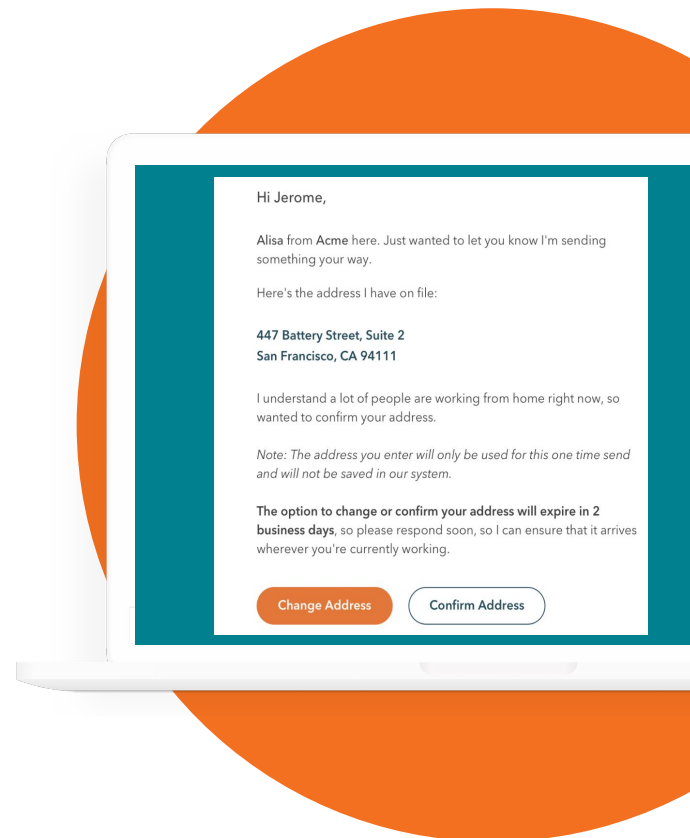
You only spend on recipients that want to receive a send.

The settings allow you to only send to (and therefore only spend on) decision-makers who confirm their address, eliminating any wasteful spending in the process.

You can activate the conversation sooner. Usually, a conversation begins when the decision-maker receives the send. But when "send" is pressed with Address Confirmation, an automated notification is sent to the decision-maker—providing you an opportunity to reach out, explain who you are, and why you can help their business

Address Confirmation Best Practices

- **Customize Your Confirmation Note:** Generate a custom Address Confirmation link and add it to any email, social media message, or other form of outreach in order to create a custom message for confirming an address.
- **Don't Dangle Gifts Like a Carrot:** The most effective sends come with no strings attached. Remember that this is a vehicle for sharing information and developing both trust and rapport with the buyer. Don't bribe, beg, or badger.



- **Nudge the Recipient:** Sendoso sends an automated note. However, most of our decision-makers are busy people, sometimes they see the notification and intend to confirm later. A little reminder will help your confirmation rates.
- **Include an Image of the Send:** When you send your nudge, include an image of the gift so they can see what they will receive. This makes it real and tangible. It will also increase the confirmation rates.

Address Confirmation Quick Wins: 5 Plays You Can Run Today

- 1. Meeting Setters:** Hoping to get a meeting with someone? Send them a coffee on you! Show you've done your homework by sending a branded or alma mater coffee mug through our Amazon integration. After your Address Confirmation notification is sent, reach out with a message that says something like, *"I'd love 20 minutes to share a cup of coffee and discuss X, Y, or Z. Please check your inbox for an Address Confirmation notification."* Or send branded coffee with the mug. You can even customize your company logo and a phrase onto the coffee bag!

For prospects working from home while trying to watch their kids, send a family-friendly item like a puzzle, a board game, or even an eGift to download a movie. Your message could say, *"Here's something to help your children stay busy so you can stay productive. Hopefully, this frees up some time for us to hop on a quick discovery call."*

- 2. Desk Toppers:** The goal of every send is to land on a decision-maker's desk, but the value goes up if you can keep it there since you'll have a better chance of keeping your brand top of mind, as well. Some simple ideas include desktop plants like succulents, which you can easily pair with a message like, *"Looking forward to growing this relationship,"* or a branded laptop camera cover with a message that says, *"We've got you covered."*

- 3. Third-Party Validation:** Earn the trust of your decision-makers and lay the educational groundwork with printed analyst reports or customer testimonials. Let your recipient know that you've put together a custom package for them with relevant information and ask them to kindly confirm their address. Another effective play is sending best-selling business books that will help inspire problem-solving or innovation.



- 4. Put a Face to the Name:** People buy from people, so use sending as a way to humanize yourself. Send a branded video mailer (a video player inside of a small box with a pre-recorded clip for the recipient) with a short video explaining who you are and how you can partner with them to solve a specific problem. You can easily record your message over Zoom or Google Hangouts in just a few minutes and include a note about wanting to meet “face-to-face” when asking to confirm their address. Include a short demo in your video box to help accelerate your sales cycle.
- 5. Send as a Follow Up:** Leave a lasting impression by sending after a discovery call, demo, or meeting. You can send half a dozen cookies with a message that reads, “Sweet to meet you,” or even just a handwritten note thanking your prospect for taking the time out of their schedule and some key points you discussed on the call.

How to Measure & Report

Make sure that every Sendoso send is linked to a campaign in your CRM in order for you to measure the success of your program. Here is a shortlist of success metrics you should track both at the send level and down the funnel.

- Response Rate ($\# \text{ Addresses Confirmed} / \text{Total \# Sent}$)*100
- Response to Opportunity Rate ($\# \text{ Responses} / \text{Total Ops Source}$)*100
- Pipeline Sourced by Campaign and Pipeline Influenced ($\# \text{ of Ops and ARR}$)
- Closed Won Revenue ($\# \text{ of Ops and Total ARR}$)

Address Confirmation Success Story

Snapdocs is a fintech company trusted by over 4,500 mortgage lenders and title companies. The team built an enterprise B2B account-based marketing program where marketing and sales work closely together. Snapdocs’ sales development leveraged Address Confirmation to send their newly launched book, *The Definitive Guide to Digital Closings*, to execs at key accounts. They achieved an **84% response rate**, created seven new sales opportunities, and converted seven accounts into lower funnel stages. The campaign has **influenced \$5.5M in pipeline revenue**. [Click here to read more about their campaign](#).

Happy sending! Visit sendoso.com to learn more.

