

# Enterprise Lead Hygiene

Stop paying for leads you can't use.

Partnering with brands to drive leads can pay off, but it could also mean you're paying for email addresses you can't use.

If your partners each have email lists in the millions, chances are you'll purchase duplicate leads. Worse, some of those leads could have already unsubscribed from your communications, and emailing even a single opt-out could cost you thousands in CAN-SPAM fines.

Reduce lead acquisition costs by 25 percent!

Fortunately, there's an easy way to optimize your lead generation efforts. **UnsubCentral's enterprise Lead Hygiene platform** allows you to securely store email list data and scrub lists across multiple partners. That way, you can:

- De-dupe several lists at a time, ensuring only unique leads are purchased
- Free up CRM lead space by storing unsubscribes in a centralized location
- Improve prospect experience by preventing new leads from receiving duplicate emails
- Suppress current customers to avoid sending them irrelevant offers
- Designate preferred partners to prioritize when duplicates occur

While in-house solutions can be costly and inefficient, UnsubCentral provides the tools you need for **effortless lead hygiene without the technological investment.**

In some cases, **UnsubCentral has eliminated a 25% list overlap between partners.** When you partner with major brands, that could mean millions of email addresses—and a significant reduction in costs.

