



eMerge Top 10

Where to Start

- 1 Change your password! Go to My Account - Information and create a permanent password.
- 2 Hide the lists you will never trade (like donors) under My Account - Manage Lists by unchecking the box in the Allow Trade column for those lists.
- 3 Pull a demographic match report on your entire database to test your assumptions of who your patrons are.
- 4 Review the cross penetration reports for your community to see which organizations would make good collaborators or trading partners.
- 5 See how many holiday buyers actually purchase other times of the year with the segment penetration report.
- 6 Pull the zip penetration report on your patrons to find out where you have high population densities.
- 7 Compare the income of your donors versus your subscribers, members, single ticket buyers, or attendees by pulling a demo match report on each group.
- 8 Get strategic with your trade requests – use the demographic or geographic filters to ensure you're requesting the best lists you can.
- 9 Review the zip penetration report to find out how wide your breadth is – are cultural tourists contributing to your bottom line?
- 10 Pull a mailing list BEFORE you decide print quantities; by seeing the merge/purged counts first, you get it right the first time.