

Case Study - Ezine Co-Registration - Ezine Place

Anyone that's avidly promoting their online business knows that an opt-in email list is a gold mine when it comes to selling a product or service on the Internet. In fact, having your own email list of subscribers is one of the most cost effective ways of promoting a new product and the returns are typically much higher than any other type of campaign. Unfortunately for most, traffic and building an opt-in email list go hand-in-hand -- and sometimes building enough traffic to create a profitable ezine list can take quite a while.

The good news is that there are many services available that can help you build your opt-in list for as low as 3 cents per opt-in delivered. However, if you're like some of my other subscribers that have emailed me, then you know that finding the right place to buy co-registrations can sometimes be difficult -- and finding out which services actually deliver genuine quality leads can eventually become very costly.

In this new case study, I examine a reputable ezine co-registration service called "Ezine Place" to see if the leads they deliver to customers are qualified and verified. If you're still rather new to opt-in email list building and marketing, please take the time to check out the "[Ezines and News Letters](#)" section under the "Web Site Promotion" article category. [Click here to go there now.](#)

Case Study: [Ezine Place \(www.listopt.com\)](http://www.listopt.com)

Type of Opt-ins: Co-registration / Double Verified

Cost: \$170 (\$0.17 / opt-in)

Amount: 1,000 opt-ins

Successful for Internet Marketing Challenge: Yes

Length of Campaign: Opt-ins delivered within 8 days

Actual Emails Delivered: 1,000 opt-ins

Revenue Generated: N/A

Our thoughts:

After receiving various emails asking about reputable co-registration places, I did a little searching and came across Ezine Place. Ezine Place is a great resource for finding free ezines to subscribe to

on various topics of interest -- making it a perfect place to advertise your own free ezine. You can advertise your free ezine under a variety of categories including...

Business: Consulting	Men's Interests
Business: Finances	Most Popular
Business: General	Real Estate
Business: Home Based	Relationships
Business: Internet	Religion and Inspiration
Business: Marketing & Sales	Science & Technology
Computers & Internet	Self Development
Education & Reference	Shopping, Contests, Sweepstakes
Entertainment	Special Interests
Health & Fitness	Sports & Recreation
Hobbies & Crafts	Success & Achievement
Home & Family	Teens
Jokes & Humor	Travel
Leadership & Management	Women's Interests

Upon entering their web site, I saw their Alexa ranking at 26,983 -- suggesting that their traffic is probably high enough to get us opt-ins in good time. This is important as some co-registration places offer great rates, but take a long time to deliver the promised opt-ins.

Pricing is about average for our industry and sign-up was a breeze -- just choose the category you want to be in and what description you want to show up on the co registration form. Shortly after, your listing will show up on the co-registration form on the home page as a featured newsletter...

After signing up, opt-ins are delivered daily to your mailbox in your choice of formats (comma or tab delimited) including full name, email, IP and sign-up date in the order of your preference. You also have the option of specifying opt-ins to be double verified (i.e. if someone signs up for your newsletter through this site, they receive a confirmation email that they must reply to in order to be put on the list officially) Once all of your opt-ins have been received, you then have the choice to discontinue the service or have an ongoing monthly campaign.

We suspended our account after the first 1,000 to enable us to test just how verified our opt-ins were. All 1,000 opt-ins that we received from Ezine Place were sent our chronicles and the results proved very positive...

Analysis For Opt-ins Delivered by Ezine Place

Emails Sent	Addresses that failed*	Unsubscribes
1,000	73	1

*failed addresses could be due to technical problems with IMC2k or client side issues.

...after looking at these results, it was a no-brainer -- with 92.7% of the emails successfully receiving our chronicles, the list was very qualified. This is definitely a resource that I would recommend if you want to build up your own opt-in list fast. As of the ability to convert subscribers to buyers, this is something we will be testing as soon as we receive more opt-ins. We want to grow the list a little more to ensure that we receive an adequate test.

So if you're looking for a service to build your opt-ins fast, make sure to check out [Ezine Place](#) or stay tuned for a future case study to find out how well the list will convert in a promotional situation.

Until then...

Get the skills without the spills!

Boris Chow
Internet Marketing Challenge

About This IMC Contributor

Boris Chow is a seasoned Internet marketer and member of the IMC Think Tank, the team of Internet marketing professionals who gather in the IMC Private Site to spill the beans about Web marketing breakthroughs -- as they happen!