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## Factors to Consider Before Buying A Mailing List

*There is a thumb rule which states that the success of your email marketing campaign depends heavily on the quality of the email list. To put it in other words, the quality of the mailing list can either make or break your business. So, if you have decided to buy an email list, then you got to do your homework before you get a good one. Failure to do initial research or rushing upon the decision to buy without much thought process will cost you money and campaign failure. To facilitate marketers to make the right choice, we have outlined the important factors to consider before buying the email list.*