



BOOST YOUR OMNICHANNEL MARKETING SUCCESS WITH THE HIGHEST QUALITY EMAIL DATASET IN THE INDUSTRY

Robust email solutions for append, reverse append, validation and deployment:

- ✓ One of the largest repositories of email address with input records at over 1.5 billion
- ✓ Email addresses go through a proprietary 8-step validation process to identify addresses known to be associated with spam traps, invalid emails and domains, role accounts, complainers, known hard-bounces, etc.
- ✓ Updated monthly and rebuilt quarterly
- ✓ Time, date stamp and originating URL available on most records
- ✓ Email addresses are screened for offensive originating URLs (i.e. adult websites)
- ✓ The data is compiled from third-party opt-in data
- ✓ Each email address is scored based on several factors including the number of reported sources
- ✓ Proprietary confidence codes resulting in more valid matches, much higher than off-the-shelf email append software

Email Assets

- ✓ Consumer ePostal Email: 100 million+ (opt-in)
- ✓ Consumer eAppend: 207 million+
- ✓ B2B Individual Email: 27 million+
- ✓ High Risk Email: 112 million+

FEATURES

- ✓ Files are matched against a database of 283 million records to append and verify information
- ✓ Email addresses are flagged for known complainers and fraudulent addresses
- ✓ Postal addresses are run through data hygiene processes to standardize
- ✓ Includes introductory message for appended email files utilizing your creative to give recipients a chance to opt-out of receiving communications. This results in a clean matched file plus a separate file of opt-outs