

# Email Appends with Welcome Message Deployment

Expand marketing touch points as you solidify customer relationships with this cost-effective communication channel

Identify the email addresses of your current customers using a specialized matching process, while confirming their desire to receive email communications with an opt-out permission email. AccuData's Email Append with Welcome Message Deployment harnesses best practices in email marketing and provides you with a cost-effective means to build brand awareness and customer loyalty.

## The Email Append Process

Significantly increase your match rates with AccuData's multi-source email append process. Working with our own proprietary email database, Accuire Mail, as well as those of industry-leading email partners, we apply 100% opt-in email addresses to your consumer postal file where an individual-level match can be made. With our multiple pass approach, you will see average match rates of 15 - 25%.

The Accuire Mail file is updated monthly and contains opt-in verified email addresses that have been sourced through hundreds of contributing online sources. A sample of those contributing sites includes:

- Popularliving.com
- Careerbuilder.com
- Expedia.com
- Studentsreview.com
- Apartments.com
- Netflix.com
- Asseenontv.com
- Kayak.com
- eBay.com
- Priceline.com
- Classmates.com
- Match.com



## Benefits

1

Achieve higher match rates than seen through single pass partners - up to 25%

2

Engage customers that have expressed a desire to receive your brand communications

3

Use AccuData's managed sends to deploy campaigns quickly and economically

**BIG DATA. BIGGER RESULTS.**

AccuData delivers B2C and B2B direct marketing solutions you can use today.



# Email Appends with Welcome Message Deployment

## The Welcome Message

Begin online brand communications with the deployment of a Welcome Message. The Welcome Message serves as an introduction to your business and indicates how you would like to communicate with the reader in the future including: newsletters, special offers, etc. Readers can choose to opt-out should they prefer not to receive additional email messages. The final appended file will be available within 7-10 business days of the Welcome Message deployment.

## Email Append Enhancements

### Email Deployment with AimConnect

Utilize AccuData's leading deployment technology, AimConnect, to deliver your message/offer into the hands of your current customers. Deployments execute quickly and complete reporting provides intelligence for future testing/optimization.

### Email Prospecting with Accuire Mail

Reach a new audience that has been exclusively targeted for your message using detailed demographic, psychographic, and/or lifestyle attributes. The effectiveness of delivery will be measured via detailed tracking reports.

## Additional Services for Email Marketers

### Email Validation with AccuValid

Ensure the best opportunity for inbox deliverability by maintaining a clean customer file. AccuValid determines which addresses are best to email to as based on a list of validation and deliverability checks.

### Reverse Email Appends

Optimize your email marketing file for multi-channel campaigns with the addition of contact names and postal addresses; demographic, firmographic, and lifestyle data can be added for an additional fee.

### Email Reactivate

Refresh older or undeliverable email addresses with new information matched to the consumer. Email Reactivate can also be used to suppress new emails against your existing opt-out database.

### HTML Optimization

Confirm that your email creative is formatted and coded for optimal deliverability and rendering. We convert your content to HTML, apply industry best practices for size and text-to-image ratio, and more.

REV140130