Accuire Mail

Reach a targeted new audience immediately and see real-time results

Maximize reach and response by creating a multi-channel campaign that includes email marketing. Whether coupled with a direct mail effort or digital display campaign, or used as a sole communications vehicle, email marketing offers a cost-efficient and effective way to reach both current and prospective customers.

Prospect with Greater Accuracy

Utilize Accuire Mail's extensive collection of B2C data to access a broad spectrum of highly responsive target audiences for prospect (also known as acquisition or conquest) email campaigns. Select from hundreds of attributes including:

- Geographic Area
- Demographics
- Interests and Hobbies
- Behavioral Data
- Transactional Data
- Automotive Attributes

Build Awareness and Increase Loyalty with Email Append

Use this engagement channel to reinvigorate client communications, build brand awareness, and reinforce your value proposition by identifying more recent email addresses for your current customers. You can further enhance the opportunity by providing personalized, relevant messages that leverage offline data, such as purchase history, offer interests, and more. AccuData uses a specialized matching process to confirm the recipient's desire to receive your email communications.

Premium Sourcing

Accuire Mail is compiled from a diverse variety of consumer-oriented online sources including entertainment, news, and travel sites. All email addresses are opt-in verified and permissioned to receive third-party marketing offers. Additionally, each email is processed through our proprietary validation technology and opt-out requests are processed immediately.

Benefits

1

Target over **145 million prospective customers** with detailed demographics and lifestyle selects

2

Utilize a single point of access for creative services, data acquisition, and deployment

3

See within minutes who is opening and responding to your message or offer

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BIG DATA. BIGGER RESULTS.
AccuData delivers B2C and B2B direct marketing solutions you can use today.

AccuData
INTEGRATED MARKETING

Email Marketing Product Options

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

Email Append with
Welcome Message Deployment
Identify email addresses for your current customers using a specialized matching process and confirm their desire to receive email communications with an opt-in permission email.

Email Validation with AccuValid
Ensure the best opportunity for inbox deliverability, while helping to protect your brand reputation. AccuValid determines which addresses are best to email based on a list of validation and deliverability checks.

Concierge Email Deployment with AimConnect
Utilize AccuData's propriety deployment technology, AimConnect, to deliver your message/offer into the hands of your current and prospective customers. Complete reporting provides intelligence for future testing and optimization.

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

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

Campaign Enhancements
A variety of additional services may be available to enhance the appearance and/or performance of your email marketing campaign. Please inquire for availability.

- Creative Design Services
- Image Hosting
- Compliance Check
- SPAM Check

- HTML Conversion
- Personalization
- Rendering Reports
- Customer File Suppression

- Opt-Out Suppression
- Real-Time Tracking
- A/B Splits and Testing

Ensure CAN-SPAM Compliance and Industry Best Practices
Be assured that your email campaign will be handled with care by the industry's leading email and digital marketing experts. We assist you in understanding industry best practices in design, copy, and deployment while working with only confirmed opt-in email addresses that AccuData owns and maintains. You'll have access to a universe of more than 145 million permission-based B2C email addresses.