



Targeted, Data-Driven Email Marketing

Our data expertise and high-end creative team produce high-performing, high-converting email marketing campaigns.

Leverage our email marketing expertise to connect with current donors and engage prospective supporters. With AccuData as your email marketing partner, you will:



Build loyalty among your existing supporters



Reach new donors willing to support your mission



Leverage our data expertise and top-notch creative team



Follow email marketing best practices, industry guidelines, and regulations

Email Marketing Designed for Optimum Performance

Achieve stellar ROI for your next appeal with email marketing. AccuData offers a full suite of email marketing services, including copywriting, design, deployment, optimization, and reporting.

Campaign Enhancements

A variety of additional services are available to enhance the appearance and/or performance of your next email campaign.

- Image Hosting
- Compliance Check
- SPAM Check
- HTML Conversion
- Mobile-responsive HTML Coding
- Personalization
- Rendering of Reports
- File Suppression
- Opt-out Suppression
- Real-time Tracking
- A/B Splits and Testing

Schedule a free consultation with an email marketing expert to get started.



AccuData offers full-service email program management, as well as the following email marketing solutions:

- **Email Deployment** - Optimize the deliverability of your next email campaign to current donors. AccuData provides complete reporting throughout the campaign lifecycle and we maintain strong relationships with key vendors to ensure your email program runs smoothly.
- **Email Prospecting** - Use detailed demographic, firmographic, and lifestyle attributes as an effective means to reach a prospective donor audience that has been exclusively targeted for your message. Detailed tracking reports measure essential performance metrics such as deliverability rates, opens, and clicks.
- **Email Append with Welcome Message Deployment** - Add email addresses to your donor files. A matching process identifies a donor's email address and then sends them a welcome message with an opt-out opportunity included.
- **Reverse Email Append** - Add contact names and postal addresses to donor records that contain only email addresses. Demographic attributes and lifestyle data can be added for an additional fee.
- **Email Verification** - Improve open rates and overall deliverability with an email verification solution from AccuData. Identify invalid, deactivated, blacklisted, improperly formatted, and role-based email addresses – with real-time or batch validation options.
- **Email Match and Deploy** - A useful tool for prospect files or when the relationship with a donor cannot be clearly established.

ACCUDATA POWERS FUNDRAISING SUCCESS



Full Suite of Targeted Data Solutions

AccuData enables intelligent fundraising with a full suite of data hygiene, enhancement, and batch update solutions to ensure you reach the right supporters with your appeals.



Wealth Screening & Fundraising Analytics

Target your fundraising efforts on those with the greatest capacity to give and the highest likelihood to support your mission.



End-To-End Campaign Management

From concept to reporting, our team manages email campaigns, digital advertising campaigns, and comprehensive multichannel programs for high-performing online development efforts.



A Data-Savvy Extension of Your Team

Our team of fundraising experts will guide you through the data-driven fundraising process, from managing data hygiene and enhancement to identifying giving potential.