

# Email Append

Build Brand Loyalty by Engaging with your Customers in their Inbox

## Benefits



Achieve higher match rates - up to 50%!



Build brand awareness and customer loyalty by communicating with your customers in their inbox.



Rest easy knowing that you are following best practices and guidelines for email marketing.

## Email Append Solution

According to industry experts, email marketing databases naturally degrade by about 22.5% each year. Effectively connect with your customers in their inbox by appending email addresses to your customer database. AccuData's Email Append solution uses only the highest quality email sources and a proprietary process to provide a match rate that can't be beat.



## With AccuData's Email Append solution, you'll receive:

- Verified, permission-based, opt-in email addresses
- Only active, recently used email addresses
- Exceptional delivery thanks to our advanced email validation tool, AccuValid

## AccuData's Email Append Process

Using only a name and postal address, AccuData can identify and append a matching email address for your customer. With our exclusive email append process, AccuData appends only verified, opt-in, recently used email addresses to your consumer loyalty file where an individual and/or household level match can be made.

An optional welcome email is delivered to all matched emails; only deliverable, non-opted out email addresses are appended to the original file, along with a match-level indicator. The final appended file will be delivered to you 7-10 days after the Welcome Message deployment.

## Welcome Message

AccuData can begin your email communications with the optional deployment of a Welcome Message. The Welcome Message serves as an introduction to your organization and indicates how you would like to communicate with the reader in the future, which may include newsletters, exclusive content, special offers, etc. Readers can choose to opt out should they prefer not to receive additional email messages.

## Highest-Quality Email Sources

Files are updated monthly from hundreds of contributing online sources, such as:

- PopularLiving.com
- Kayak.com
- StudentsReview.com
- Classmates.com
- AsSeenOnTV.com
- Expedia.com
- Priceline.com
- Netflix.com
- CareerBuilder.com
- eBay.com
- Apartments.com
- Match.com

# Acquisition & Loyalty Email with AccuData

## Prospect Email Marketing

With the ability to select from hundreds of consumer attributes and access the highest-quality, opt-in email lists, our targeted data is the foundation for high-performing email campaigns. Couple that with our sharp creative team, and you've got a recipe for superior acquisition email marketing.

## Loyalty Email

Managing your customer data for segmentation, personalization, and automation is both a necessity and hindrance for many marketers. That's why marketers choose the experts at AccuData. We manage loyalty email programs for some of the nation's top brands and nonprofit organizations.

AccuData utilizes a rigorous email data vetting and approval process, maintains 100% CAN-SPAM compliance, and follows all ANA guidelines.