

Enhance Your File *with* Email Addresses

Expand marketing touchpoints as you solidify customer relationships with a cost-effective communication channel

AccuData's email appends apply best practices in email marketing and provide you with a cost-effective means to build brand awareness and customer loyalty. Our exclusive multi-pass matching process identifies the email addresses of your current customers. Our clients frequently experience average match rates of 50% and higher.

Benefits



Use email to engage customers that have expressed a desire to receive your brand communications



Achieve significantly higher match rates than seen through single-pass processes



Rely on AccuData's end-to-end managed services to deploy email campaigns quickly and economically

AccuData's Email Appends

Significantly increase your email append match rates with AccuData's multi-source process. Working with our own proprietary email dataset, as well as those of industry-leading email partners, AccuData appends compliant email addresses to your consumer postal file where an individual and/or household level match can be made.

We recognize it's crucial to provide the email addresses that are being utilized most often. AccuData features a recency and frequency algorithm within our append process to ensure the email address you receive is the one that is used online the most.



Quality, Compliant Email Addresses

AccuData utilizes a rigorous email data vetting and approval process, maintains 100% CAN-SPAM compliance, and follows ANA guidelines. Our data always meets, if not exceeds, all applicable consumer privacy requirements. Email datasets are updated monthly and contain opt-in verified email addresses that have been compiled from hundreds of contributing online sources. A sample of contributing sites includes:

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

The Email Append Process

Using only a consumer name and postal address, AccuData can identify and append matching email addresses for your customers. With our exclusive process, we append only verified, opt-in, and recently used email addresses to your first-party data where an individual and/or household level match is identified.

ADDITIONAL SERVICES FOR EMAIL MARKETERS



Acquisition Email

Reach highly-connected audiences for your brand's email acquisition initiatives. With access to hundreds of consumer demographic, behavioral, interest, and transactional attributes available from AccuData's collection of quality opt-in email lists, our team will guide you in the creation of your ideal target audience.



Email Campaign Management

Rely on the AccuData team for end-to-end email campaign management, including creative design services in support of your campaign goals. From concept to reporting, we manage email campaigns and comprehensive multichannel marketing programs for both acquisition and loyalty efforts.