

## TowerData Email Append

The fast, easy way to obtain the email addresses of your current customers.

*"Email addresses appended by TowerData have resulted in \$35,000 to \$40,000 a month in increased revenue at our Website."*

Chris Cruttenden, VP  
Marketing, Strouds

Boost sales and reduce costs by marketing to your current customers via email. By adding email addresses to your postal mailing list, you can accelerate your online marketing program. TowerData has the data and expertise to make it happen.

### **Tap into an unequaled in-house email append database.**

TowerData maintains an in-house database of 70 million unique email addresses attached to over 200 million unique postal records — refreshed weekly. An industry leading resource, the TowerData database is the backbone for many of the append services on the market, and by working directly with us, you avoid middleman or broker costs. We also have the relationships to provide a multi-sourced match at an unparalleled price.

### **Maximize accuracy with conservative match logic.**

TowerData does not leave your customer email communication to chance. Matches are conducted against the full postal address AND customer name. TowerData appended email addresses have open rates of 20 to 40%, so you can feel confident you're reaching your actual customers and not the neighbors down the block. Be careful, claims of higher match rates usually mean lower accuracy or more bounce backs — don't waste money on matches that don't work.

### **Benefit from the highest deliverability rate in the industry.**

Email addresses appended by TowerData have fewer bounce backs than any other source. As leaders in email validation and delivery, we test every email with our advanced MxValid software, use dedicated IP addresses for appending emails, and actively monitor all black list activity. These practices are part of our commitment to quality — to make sure the addresses we provide actually work.

### **Turn to TowerData with confidence.**

Email appending is our specialty. Unlike other services, TowerData email appending and updating services are maintained entirely in-house, so your valuable customer file stays secure. Because we use our own technology, you can have 100% confidence in the quality and accuracy of our data.

### **Request your FREE Match Test today!**

Within 48 hours you can find out how many of your records have a corresponding email address in our in-house database — at no charge to you. Call now for your FREE Match Test.

### **Compare TowerData for Accuracy and Service**

- Average match rate over 15%
- Email open rates of 20 – 40%
- Over 95% deliverability rate - highest in the industry
- Fast 48-hour match turnaround
- TowerData delivers the initial email and manually reviews all responses to ensure best service to your customers
- Customer response web site customized with your name and logo
- All data is 100% opt-in and volunteered by the consumer
- Data is managed in-house for quality maintenance, frequent updating and full security
- Own the addresses we append — never pay to use them again
- Pay only for email addresses delivered to you — no setup or run fees
- Only one address match provided per record — don't pay for what you can't use
- Fully compliant with federal CAN-SPAM legislation

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