

## TowerData Email Update

Retain customers and subscribers even if they change email addresses.

*TowerData helps you reach more customers at less cost by validating, correcting, and updating your customer data.*

Working email addresses are essential for customer relationship management, product fulfillment, and marketing programs. But with poor data entry, people frequently changing ISPs and jobs, and deliverability on a downward trend, keeping your email data up-to-date can appear to be an insurmountable challenge. TowerData's Email Update suite of services covers the full range of email data quality issues and will help you keep ahead. TowerData has a set of services that covers the full array of email data quality issues.

### TOWERDATA EMAIL UPDATE SUITE

**Email Change of Address – ECOA** - Replaces undeliverable email addresses with current, working email addresses for your customers.

**MxCorrect** – Corrects email addresses with spelling and syntax errors.

**MxValid** – Verifies that email addresses are valid and can receive your message.

### Increase deliverability with TowerData.

According to an NFO World Group study, over 30 percent of email addresses can change in year. This remarkable churn rate can have a significant negative impact on the scale and performance of your email marketing program. TowerData's Email Update solution will provide you with the tools to counter-act the trend and increase list performance.

### Our comprehensive process makes it easy.

TowerData's Email Update suite will help you retain your customers by providing you with more working email addresses. Using MxValid, we'll identify the invalid emails that need updating. Following this, MxCorrect will fix any syntax and spelling errors in your data. Your file is then matched against our ECOA database to find alternate email addresses for your subscribers. All new emails are sent a permission message to confirm their desire to continue receiving email messages from you. We can typically update 10% of your undeliverable records.

### Practice periodic database hygiene.

Rely on TowerData's Email Update suite to keep your data clean and up-to-date, thereby increasing the effectiveness of your email marketing efforts. Our Email Update service is offered on a project basis or as an annual subscription.

### Keep Your Customers, You've Earned Them.

- Match rates up to 10% or more
- Retain your current customers
- Save money on customer acquisition costs
- No setup or run fees
- Fully compliant with federal CAN-SPAM legislation
- Data is managed in-house for full security
- Fast turnaround
- Pay only for new email addresses delivered to you