

TowerData Services Overview

Where Direct Marketing meets Technology

*TowerData helps
you reach more
customers at a
lower cost.*

Founded in 2001, TowerData provides customer data solutions for multi-channel direct marketing. Encompassing the entire lifecycle of customer information, TowerData services can help you:

- Acquire and retain customers
- Validate, clean, and enhance customer data
- Improve marketing program performance

Email Services

Expand your email list, manage your email database, and improve deliverability. Email is increasingly the preferred method for companies to communicate with their existing customers, and TowerData is the industry leader in providing services that accelerate and enhance your email marketing programs. We'll provide you with the tools needed to improve your existing programs or start new ones. Services include Email Append, Email Change of Address, Email Correction, Reverse Email Append, Email Validation, and Email Deliverability.

Postal Services

Save on direct mail costs by practicing direct mail list hygiene. Address hygiene is a critical component of all successful direct mail efforts. TowerData will ensure that your lists are accurate, up to date, and USPS mailable. TowerData provides comprehensive data processing services for direct mail including NCOALink, DSF2, CASS, DPV, Deceased Processing, and DMA - Do Not Mail.

Phone Services

Accelerate your telemarketing program with TowerData's

quality data, fast turnaround, superior match rate, and extreme accuracy. Our phone database will improve both business and residential lists. Services include Phone Append, Phone Verification, and Reverse Phone Append.

Real-Time Web Services

Tackle data quality at the point-of-entry with TowerData's Real-Time Web Services. Obtaining customer contact information through your website is one of the best tools for building new business and retaining existing customers. TowerData's Real-Time Web Services validates and enhances customer contact information as it's entered, which improves your ability to communicate with current and potential customers.

Database Enhancement

Gain greater insight on your customer database by adding demographics. TowerData can append your customer database with demographics, psychographics, lifestyle segmentation models, and business firmographics. By enhancing your customer database, you'll be able to find out who your customers really are, segment your file, and market more effectively.

We are a seasoned team of technologists and direct marketers who pride ourselves on our industry leading solutions and our commitment to unparalleled service. Whatever your email and data needs are, our goal is to surprise and delight you with our innovative techniques, fast turnaround, and outstanding quality.

Representative Clients

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| ▪ BusinessWeek | ▪ American Heart Association | ▪ New York Post |
| ▪ Lord & Taylor | ▪ Sirius XM Radio | ▪ Oreck |
| ▪ Wine.com | ▪ Michaels Stores | ▪ Hoovers |
| ▪ General Motors | ▪ Mazda | ▪ Tulane University |
| ▪ Citrix Systems | ▪ EMC | ▪ Cabelas |
| ▪ Arizona State University | ▪ Wake Forest University | ▪ BMC Software |
| ▪ DIRECTV | ▪ PC Mall | ▪ Thompson Publishing |
| ▪ The Nature Conservancy | ▪ Financial Times | ▪ Ducati |
| ▪ CVS | ▪ Eastern Mountain Sports | ▪ Humana |

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