

## TowerData Business-to-Business Email Append

Reach your postal business customers via email.

*“The first time we used TowerData’s Business Email Append Service we added email addresses to 27 percent of our contact database and saved more than \$100,000 in direct mail costs.”*

Michelle Alterio,  
eMarketing and Systems  
Analyst, Citrix Systems

Email is increasingly the preferred method for business communications. TowerData’s business-to-business email append service will enhance your customer database and provide the means to capitalize on this shift in the marketplace. With email append, your ability to communicate with your customers will quickly become easier, faster, and cheaper.

### **Permission based email marketing to your business contacts.**

Business-to-business email append adds permissioned, deliverable email addresses to your existing database of customers. TowerData’s database of over 90,000,000 email addresses provides the backbone for our proprietary process that uses specially developed algorithms and techniques to derive and confirm your customer’s email address. Our service includes an email sent on your behalf, which confirms address deliverability, recipient identity, and recipient consent.

### **Maximized match rates with a focus on quality.**

The append process is straightforward. We receive your customer file including contact name, company name and postal address. Using company name and address, we consult our database to find the email domain for that business, for example, @us.ibm.com for IBM. Our application then applies the known naming architecture for that domain, for example,

firstinitial.lastname@, to obtain a valid email address. The email address is then sent a permission request to verify it’s accuracy and the owner’s willingness to receive communications. If our first derivative of a contact’s email address is unsuccessful, we attempt other possible nicknames (e.g. William to Bill) or other common naming conventions. If the address remains undeliverable, it is discarded. The whole process takes about four to six weeks.

### **Business email addresses are worth more.**

Corporate email addresses are significantly more responsive than general ISP addresses such as AOL, Yahoo, and Hotmail. The work email address of your contact is always active; therefore, your mail will always be received and is more likely to be read. For this reason, TowerData’s business-to-business email append provides a compelling solution to your email marketing needs.

### **The TowerData advantage.**

Our sophisticated business email append solution provides over three times the results of a standard consumer append solution. As leaders in email validation and delivery, TowerData is uniquely qualified to provide business-to-business email append, and our process provides outstanding match quality, high match rates, and responsive addresses. Call today to learn more!

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

- Match rates from 10% to 45%
- Email open rates of 20% to 40%
- Over 95% deliverability rate—highest in the industry
- Data is managed in-house for full security
- Own the addresses we append—never pay to use them again
- No setup or run fees
- Fully compliant with federal CAN-SPAM legislation
- Business email addresses are up to five times more responsive than consumer addresses

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