Boost your email list & marketing results
by matching emails to your postal database.

Is the success of your email marketing being limited by the size of your customer list?

TowerData's Email Append service is an easy and affordable way to accelerate and enhance your email marketing program.

Increasing the size of your email list by appending emails will quickly enable you to:

- Grow your revenues.
- Improve customer service and retention.
- Enable multi-channel marketing.

- Increase donations, renewals, and winbacks.
- Reduce direct mailing costs.

How Does it Work?

You send us the names and postal addresses of your customers, we add email addresses to them, and then return the enhanced list to you. We find the missing email addresses by matching your customer list against our in-house database of more than 500 million unique names, postal addresses, and opt-in email addresses. Each customer is contacted to obtain permission and to verify the email address.

The results can be dramatic. Your email list's size can increase by 25% on average and as high as 40%.

TowerData customers have reaped significant advantages through growing their lists using Email Append, including:

- $35,000 to $40,000 per month in increased revenue.
- More than 850 new business leads.
- $100,000 savings in direct mail costs.

- Increased number of customer email addresses from 69% to 98%.
- Savings of $2.50 per customer by reducing postal mailings by one-half.

"

Now we have email addresses for about **65%** of our subscribers, compared with about **28%** before we worked with TowerData. Email gives me another method for communicating withour readers and increasing conversions. Plus, it has saved us money."

Ginny Dymek
Manager of Retention Marketing,
Financial Times

THE
towerd@ta
EDGE

Leading Match Rates - Over 25% average

Leading Database - 500 million records

Highest Deliverability Rates

Free Match Test

Our Clients Include

SiriusXM

Mazda USA

The Nature Conservancy

MacMall

Bausch & Lomb

Citrix Systems

Why TowerData?

An industry pioneer with more than 10 years of experience,
TowerData is the leader in email list enhancement services, providing:

Leading Database

TowerData maintains an unequaled in-house database of more than 500 million unique emails, names, and postal addresses - refreshed monthly. It's the leading email database in the industry and is used by many other append services.

Highest Quality Service

We are committed to providing the highest quality results to our customers, and take every measure to ensure the addresses we provide actually work. This is why we are able to guarantee you will have 100% confidence in our results.

Highest Delivery Rate in the Industry

The email addresses we provide have the highest delivery rates (over 95%) and fewest bounce backs. We validate the addresses we provide by testing every email with our advanced email validation service.

Lower Cost

By employing our service directly instead of through an agency, you avoid the middleman and gain the advantages of a larger email list at a lower cost. You also benefit from our expertise in best practices.

Most Accurate Matching Technology

We use conservative matching techniques to ensure that the emails you receive are the actual email addresses of the customers on your list. Compared with the industry standard, we achieve a higher degree of accuracy in correlating the email addresses we provide to your customers' names through our proprietary matching algorithms.

Dedicated Focus, Industry-Leading Expertise

Email appending is our specialty, and TowerData has maintained its lead in email list technology and expertise through continual innovation and refinement. TowerData email appending and updating services are maintained entirely in-house, so your valuable customer files remain safe and secure.

Try a FREE Match Test!

You can find out in advance how many of your records have a corresponding email address in our in-house database **– at no charge to you!**

Match results are available within 48 hours.

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