

Email Append



*Market to your client base via email
to increase sales with minimal cost...*

Marketing to your current customers via email is a great strategy to increase sales at a low cost. And in business communications, email is fast becoming the preferred channel. The ROI for appending email addresses to your existing customer base can be geometric!

DSI will be happy to provide a free match test. Contact us today for a quick estimate of how many emails may be added to your database.

Consumer Email Append:

The following 3 match options are available for consumer email append:

1. Individual – the first and last name and postal address are matched to an email database over 500 million individual records, and only records that match the full name are sent to the permission pass.
2. Household – only the last name and postal address are matched to the database. Since many families use the same email address (John and Jane Smith, for example, or the Smith Family), this option may provide valuable contacts.
3. Combination – the first pass will be at an individual level. All records that do not match at the individual level will then be matched at the household level.

After the email addresses have been obtained, a permission email will be sent. Match rates typically range between 5% - 50% and you are only billed for verified, non opt-out addresses.

Business Email Append:

The following 3 match options are available for the business email append:

1. The individual contact name, company name, and address are matched to a business database.
2. The combination of contact name, company name, and address are used to derive the individual email addresses.
3. Records not matching the business database will be matched to the consumer database. This match process may yield additional SOHO email addresses.

After the email addresses have been obtained, a permission email will be sent. Match rates typically range between 5% - 50% and you are only billed for verified, non opt-out addresses.

Reverse Append:

Increase the value of your customer base by adding contact names and addresses to your email file. Adding this information will enable a more holistic view of your database to:

- Personalize your communications
- Append demographic information
- Segment your file by geography or demographics
- Add direct mail as an additional marketing channel

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31516 Winterplace Pkwy
Salisbury, MD 21804

800-432-4066 Toll Free
410-546-2206 Phone
dsisales@dataservicesinc.com
www.dataservicesinc.com