

# **Add 100% opted-in, Accurate, Deliverable email addresses to your existing corporate database**

Pay only for confirmed emails.

ACQUIRELists - Email/Data Appending, List Cleaning & Hygiene

Clientlist include  
**Fortune500 companies**  
GE, West Corporation,  
Cartus and many more

Our append solutions  
integrates easily with CRM'slike  
**Salesforce.com and AppExchange**



You've built a great database of your customers' and prospects' direct mail information. Now you want to start marketing to them via the Web, but you don't have their email addresses. Add current, permission-based email addresses to your database of business prospects. Only our appending services can provide accurate deliverable e-mail addresses, we guarantee the emails are deliverable and you only pay for confirmed emails.

### **Our Appending Services Include**

- 1) Business email appending
- 2) Business phone and fax appending
- 3) Business mailing address appending for Direct Marketing
- 4) Alternate contact & Title appending
- 5) Targeted Contact Discovery and List Building
- 6) Reverse appending
- 7) B2C data enhancement
- 8) Database Management



**Email deliverability  
Guaranteed**


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**Email Append provides instant access to your most lucrative audience.  
Expand your Customer Relationships by communicating with them via email.**

We match email addresses to your existing customer databases, and opt them in to receive future communications. It is easy and cost-effective, and can have an immediate impact on sales.

### **Benefits**

1. Increase sales opportunities
2. Market effectively for the future
3. Cost effective way to reactivate lapse/inactive customers
4. Save postage and increase receivables
5. Highly deliverable email addresses
6. More speed for your time sensitive communications
7. Fast turnaround
8. Our Multi-Source Approach Provides the Industry's Highest Match Rates



**Clean and update  
your prospects  
email list**

Email is increasingly the preferred method for business communications. By adding email to your marketing efforts you'll save time and money and increase your ability to communicate with your customers.

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## **THE EMAIL APPEND PROCESS**

### **Step 1:**

The client identifies the records in its internal database that need Email Appending. Once identified, this database is sent to AcquireLists via email or FTP Upload. The database can be sent in any format, our team is equipped to handle all kinds of database formats. Once uploaded, the database is picked by AcquireLists for processing.

### **Step 2:**

Once received by AcquireLists, database is formatted so that it can be matched with our Master Database of 30 million Business records with opt-in emails. During the matching process, whenever there is match found with the name, business name and address in the clients database, the corresponding email is added from our master database to the client's database and this process will continue till the last record.

### **Step3:**

After the match process is over, the appended emails are verified for delivery. The verification process is semi-automated. With the help of our proprietary tools we verify all the mails for deliverability and again **our 200-member data team will manually verify each appended emails.** So our average match rates are over 80%.

### **Step4:**

At the completion of the append process, step a standard message is sent to the newly appended emails indicating that the append client wishes to communicate with them via email. This email gives the recipient the opportunity to opt-out if they choose. After allowing 5-7 business days for all responses, the opt-outs are removed from the database.

### **Step5:**


Upon the successful completion of the append process, the enhanced database is then reformatted to the original file format and it will be delivered to the Client.

**We are one of the few companies that truly execute the standardization and customer email append in-house.** By controlling the entire email append process inhouse, we endow our clients the rapid turnaround, quality control and accountability they entail.

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### **Email Append Differentiators:**

1. You only pay for successful appended and delivered email addresses.
2. We manage our own email append data and perform email appending inhouse
3. We do not sell, trade or give your records to third-party vendors
4. Federal Communication Commission compliant & Direct Marketing Association compliant
5. Quality Control: AcquireLists performs all CASS standardization and customer matching in-house
6. Execute email append matching via our in-house database
7. We only charge for results
8. We guarantee deliverability of e-mails that we provide to you
9. We manage or co-manage any customer complaints of the initial email append project



**With Acquirelists,  
you get results  
that work**

### **Opt In/ Opt out confirmation:**

As mentioned above, our records are full permission based. You will have complete control in regards to format and content of the permission attempt. Optout records with notice of opt-out choices can be directly transferred to your company if requested.

### **Pricing**

Append prices are results driven. You're charged only for email addresses matched to your file, and the cost per append decreases as the volume of names appended increases.

### **About Us**

AcquireLists combines the highest quality marketing data with technology and seasoned Internet marketing expertise. We are a leading sales process, lead generation, and database management firm. We help our clients leverage their contact and lead databases as a strategic advantage to grow market share, and get better response and ROI from marketing and sales programs

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To know more about us please visit [\*\*www.acquirelists.com\*\*](http://www.acquirelists.com)

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