B2B Email Append

> "Anchor's Business Email Append Service added emails to more than 30% of our database and saved us thousands in direct mail costs." - VP of Marketing

How B2B Email Append Works:

You provide your file "Full Name, Company Name, and Postal Address" on your database, then we provide you with an email address for that record. The result is current, accurate email addresses appended to your file. You only pay for records that are deliverable.

In order to achieve the highest match rates possible for our clients, Anchor applies a two-step append process:

1. Data matching using our Business Email Database

The email addresses in this database are a multi-sourced compiled list made up of self reported data.

The file is first matched against this email database, if a match is found, the individual's email address is appended to the file.

2. Email creation based on domain & email pattern rules

This process is only used for records that did not match in step 1.

First, the company name and address are used to locate the domain name for the company **companyname.com.** Next, the domain is compared to a reference database of email addresses. When a match on the domain is found, logic is used to determine the naming convention for that company. **FirstName.LastName.**

3. Broadcast of Welcome Email

After the match results from both processes are complete, a "Welcome Email" is sent to each of your appended customer emails. This email will:

- give an opportunity to opt-out of future messages
- introduce online communications
- describe the type of information they'll be receiving via email
- confirm deliverability

Our average match rates for business-to-business projects range from 25-40%.

Benefits:

▲ **Increase** response rates!

▲ **Drive** customers to your website, boosting online traffic.

▲ **Communicate** better, faster and more effectively with your customers and prospects.

▲ **Retain** customers by sending relevant and targeted communications.

▲ **Acquire** current, accurate emails addresses. You only pay for records that are 100% deliverable.

Expand your marketing opportunities!

B2B email append is your cost effective, quick and easy solution to begin driving new business.

We can assist you in the planning and execution of your eMarketing program. Call for a FREE consultation.

Call: 800-452-2357
Web: www.AnchorComputer.com
Email: e@AnchorComputer.com

ANCHOR COMPUTER

www.anchorcomputer.com

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Maximize your sales and profits!

Expand the size of your email database and crank up your email marketing efforts with Anchor's Email Append Service!

Email Services

Email Append+

Sam Jones ➡ sam@email.com
123 Main, Chicago IL 60614

We use your customers' name and addresses for consumer or your customers names/corporate name/ corporate postal addresses for businesses to append their email addresses.

▲ *All email append jobs include permission pass service*
▲ *Pricing based on deliverable records*

Reverse Email Append+

sam@email.com ➡ Sam Jones
123 Main, Chicago IL 60614

We use your customers' email address to append their name and address for consumers. We use your corporate email address to append customers' name/company and corporate postal address for businesses.

ECOA+

jimb@email.com ➡ jimb@newemail.com

We provide new email addresses for undeliverable emails.

▲ *You only pay for those deliverable email addresses we successfully update*
▲ *Custom Opt-Out permission letter broadcast*

Email List Hygiene

We fix or correct your undeliverable email addresses to improve their deliverability.

▲ *You only pay for those deliverable email addresses we successfully fix/correct.*
▲ *Custom Opt-Out permission letter broadcast*

Email Deployment & Campaign Management

Approach A: Message Deployment Only

We deploy your message to the addresses on your list based on your schedule and frequency.

▲ *Messages can be customized/personalized.*
▲ *Set-Up includes creation of client lists, accounts, passwords, trackable URLs and training.*
▲ *Multiple campaigns can be rolled into one monthly total for volume discounts.*
▲ *Campaign results provided include # emails sent, received, opened, bounced, click-thru's and more.*

Note: With Approach A you can be trained for self deployment during the Set-Up. You can then send your own messages and manage your own campaign and pay only CPM for deployed messages.

Approach B: Message Deployment with Campaign Management

We deploy your message to the addresses on your list based on your schedule and frequency and manage your email campaigns.

▲ *Messages can be customized/personalized.*
▲ *Set-Up includes creation of client lists, accounts, passwords, trackable URLs and training.*
▲ *Account Management includes list and message preparation, sending, tracking and list updates.*
▲ *Multiple campaigns can be rolled into one monthly total for volume discounts.*
▲ *Campaign results provided include # emails sent, received, opened, bounced, click-thru's and more.*

Additional Email Services

▲ **Email List Rental**
▲ **Address Hygiene**
▲ **DMA E. Preference Service**
▲ **Data Enhancement/Demographic**
▲ **Suppression Files**
▲ **Unduplication - Postal, Email**

Other E Commerce Services

▲ **Phone Services**
▲ **Mailing Lists**
▲ **Database Enhancement**
▲ **Postal Processing - USA**
▲ **Postal Processing - Canada**
▲ **Custom Processing**
▲ **Demographic Append**