

Email Append +



Email is a fast, effective tool for interacting 1-to-1 with your customers!

How Email Append Works:

Email append provides quality email data, high match rates, turnaround within hours, and super competitive pricing. We match and append email addresses to your Client file based on name and postal address in four easy steps:

1. Submit your file ...

- ▲ It's easy - submit your name & address file using our 24/7 automated website.

2. We match email addresses ...

- ▲ We match your file against our extensive 100% opt-in email databases to provide you with premium data.
- ▲ We experience match rates of 15-30% for consumer records and 20% for business (your results may vary). With your approval, we can also send your file to a partner append company to achieve more matches.

3. We send welcome emails on your behalf ...

- ▲ Welcome emails are sent inviting your Clients to receive email from you or opt-out.
- ▲ You can customize your message.

4. We return deliverable e-mails ...

- ▲ We append the deliverable, permission-approved email addresses to your customer file and flag the opt-outs.
- ▲ You only pay on what is deliverable.

Key Features:

- We match to our multi-source 100% opt-in, CAN-SPAM compliant databases.
- Using industry-leading proprietary matching logic we yield accurate high match rates (Consumer and Business).
- We address standardize your database to improve match rates.
- Several matching options are available:
 - ▲ Full Name and Address (Individual - Consumer)
 - ▲ Surname and Address (Household - Consumer)
 - ▲ Contact Name, Company, & Address (Business)
- Unbeatable Turnaround – we return your match results within 24 hours of submission.
- Dedicated customer support – an experienced Account Executive will manage all aspects of your project from start to finish.

Benefits:

Email Append is a practical and popular solution to effectively communicate with your existing customers. Build customer relationships, and increase the value of your existing database.

Email append helps you:

- ▲ Sell More!
Drive customers to your web-site, boosting online sales.
- ▲ Retain customers by sending relevant and interactive email communications.
- ▲ Create faster, more effective marketing campaigns at a fraction of the cost of postal mail.
- ▲ Receive instant feedback on your offers and create test offers.
- ▲ Improve conversion rates with multi-channel marketing.

Our email experts welcome the opportunity to assist you in the planning and execution of your E.Marketing program.

For more information.....

Call: 800-452-2357

Web: www.AnchorComputer.com

Email: e@AnchorComputer.com



**ANCHOR
COMPUTER**
www.anchorcomputer.com

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.

ECO A

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