ANCHOR

Anchor Consumer Email Database

Our opt-in email consumer database is one of the largest and most accurate in the industry.

Consumer Email Database Overview

> **Total addresses:** Over 2.5 billion+

> 100% opted-in and compliant with state and Federal laws.

> **Includes:** Name, Address, Phone Number

> Suitable for multi-channel campaigns

Data Sources and Verification

> Aggregated from over 40+ sources

> Updated quarterly

> 4-step hygiene/verification process

> Email Verification

> SMTP Validation

> Name & Address Match to Anchor's consumer reference files

> Proprietary Confidence Score

> CAN-SPAM compliance

> Immediate removal of records for opt-out requests

Data Collection

> In accordance with online privacy statements

> Captured details: Source URL, IP Address, Opt-in Date

> Opt-in methods: Web Registrations, Surveys, Promotions, and more

Use Cases

Omnichannel marketing opportunities:

> Append emails to customers/prospects lacking email addresses

> Reverse append of name and physical address to emails for direct mail

> Append additional emails to reactivate dormant accounts

> Enhance social media reach by maximizing audience matching

> Link consumer identities using name, address, email, and phone to create a complete individual profile

Database Metrics

> **800 million+ records in Masterfile**

> **425 million+ unique email addresses**

> **352 million+ individuals**

> **500 million+ unique suppression emails**

Services

> Email and Reverse Email Append

> Enhanced Email Validation

> Email Prospecting

> Email Deployment

Continued ❯

✉ Email Append+ / Reverse Email Append+

A cost-effective, quick and easy solution to expand business opportunities from off-line to on-line and on-line to off-line.

Some benefits are:

> **Increase overall response through multi-channel marketing**

> **Drive consumers to your website**

> **Retain customers through updated or new channels**

> **Only pay for 100% deliverable email addresses**

Our average match rates are:

> **Individual:** 10-15%

> **Household:** 20-25%

Email Append +

Using your customer's name and address, we append one or more emails to your records.

Example:
Same Jones   ❯ sam@email.com
123 Main
Chicago, IL 60614

Reverse Email Append+

We use your customer's email address to append a name and address, opening off-line promotion opportunities.

Example:
sam@email.com ❯ Sam Jones
                              123 Main, Chicago, IL 60614

☑ Enhanced Email Validation

Our email validation process is designed to test improve your email marketing deployments.

Benefits include:

> **Improved ISP relationships**

> **Increased sender reputation**

> **Increased Deliverability**

> **Recover lost email addresses**

Select from four different levels of validation, designed to fit your needs and budget.

Level 1
Verifies if the email address is connected to an email server and performs email hygiene such as syntax correction, domain name correction, scans for and fixes bad characters/common typos, and profanity suppression.

Level 2
Includes level 1 and matches your email to our large database of known hard bounces, spam traps, opt-outs, and screamers.

Level 3
Includes levels 1 & 2 and an SMTP to the ISP to determine if the email address is valid, invalid, or unknown.

Level 4
Includes levels 1, 2 & 3 and deploys a permission pass to identify your personal opt-outs and additional hard bounces.

Examples of Validation Outputs

Common Domain Typos
Sample Address:
john@gmail.com

Possible Email Correction
john@yahoo.com

Common Data Entry Errors
Sample Address:
bob@@e-append.cmo

Possible Email Correction
bob@e-append.com

Invalid Domain
Sample Address:
sue@angelfire.com

Possible Email Correction
Angelfire.com no longer functions as an email provider

Known Bad Email Addresses
Sample Address:
abuse@somedomain.com
service@companyname.com
Known Bounces

Email Prospecting

Utilize email to reach prospects for your products!

Anchor provides consumer names and addresses, along with emails to support your multi-channel marketing efforts.

Worried about deploying 3rd party opted-in emails, Anchor can deploy for you.

Email Deployment

Email marketing provides one of the best ROI of all marketing channels, yet nearly 1 of 4 emails are not successfully delivered. We prioritize getting the right message to the right people at the right time.

Deployment

We deploy your message to your email addresses based on your schedule and frequency

- **Messages can be customized/personalized**
- **Set-up includes creation of accounts, passwords, trackable URL, training, and client list(s)**
- **Multiple campaigns** can be rolled into monthly total for volume discounts
- **Campaign metrics provided** include number of emails sent, delivered, opened, clicked links, unsubscribed and hard bounces

Additional Email Services

ECOA+

We utilize your current email address to determine if a new email address is available.

Benefits include:

- **Allows you to stay connected** with your customers or prospects when your current email is no longer valid
- **Pay only for deliverable email addresses**
- **Permission pass opt-out email included**

Example:
jimb@email.com ❯ jimb@newemail.com

DMA E.Preference Service

Purge your email lists of consumers who do not wish to receive unsolicited commercial emails.

Deceased Suppression

Minimize insensitive marketing communications to families of deceased individuals.

Demographic Data Enhancement

Fine tune your marketing promotions by appending demographics that will allow you to more precisely define, target and personalize your email communications.

Anchor provides easy-to-use tools and services to make your marketing programs extraordinary and add tangible results to your bottom line.

- **Increase Web site traffic**
- **Grow your opt-in database**
- **Improve delivery and response rates**
- **Help you launch and manage your email campaigns**

For more information:
Contact us at (800) 452-2357 or
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