

Business Emails

Infogroup maintains a highly competitive and accurate database of Business and Executive emails. The emails are gathered from a variety of sources, including telephone interviews, phone directories, and highly respected third-party sources. Before adding an email to the database, we send a welcome message to validate deliverability and allow the recipient a chance to opt-out. We follow all CAN-SPAM laws and suppress opt-outs within the timeframe allowed by the CAN-SPAM guidelines for business data. Our goal is to remove these emails on a nightly basis.

Infogroup offers a number of different email marketing services including:

- Email Acquisition – Infogroup will deploy the emails on your behalf
 - Creative Services – We can help you design an HTML message that is sure to reach the highest number of recipients as possible
 - Online Tracking – You'll have access to online reports with important information such as: total sent, bounces, net sent, opens, click-throughs, deletes, and opt-outs
 - Do-It-Yourself – You can complete the email campaign yourself with our industry leading online tools, or work with one of our highly-skilled email experts
 - CAN-SPAM Compliant – We ensure that each HTML (text, graphic, and offer) is CAN-SPAM compliant.
- Email Append – Infogroup can append business emails to your customer file
- Reverse Email Append – Infogroup can supply complete business record information on matches to email addresses supplied by customers.

