

# EMAIL APPEND & EMAIL DATABASE MAINTENANCE

*How to Ensure Your Email is Delivered to the Right Place at the Right Time*

Email marketing has become an important channel in today's marketplace and a very cost effective way to retain existing customers and acquire new ones. InfoUSA is dedicated to effectively accomplishing your direct marketing goals.

## InfoUSA's EMAIL UPDATE SERVICES

Have many of the email addresses on your customer or subscriber database become undeliverable? Just as people move their residence, they also change their email address. As this happens, you lose the ability to connect with your customers online. Over time, this can have a dramatic impact on the revenue generated from your online database. InfoUSA is able to take your outdated email addresses (or "bounces") and provide you with their new email address.

With email databases deteriorating at the rate of 20% or more per year, we can help put you back in touch with your previous email subscribers and help reduce lost revenues due to changing email addresses.

**Here's how InfoUSA can help you make sure your email message gets delivered to the right place at the right time:**

### ✔ Email Append & Reverse Append

*Email append* is a service we provide for your existing contact database – submit your file and we will return it after adding current email addresses to all your records (except when an address is not available).

*Reverse append* is a valuable service in which your existing email list is converted into a comprehensive contact database, including whatever fields you would like us to add. Full name, full mailing address, phone number, age and income are just a fraction of the data fields we can include.

### ✔ Email Hygiene Services

A fair amount of email addresses contain typos. Part of our hygiene services includes data correction and delivery verification processing. This service will correct common misspellings, add missing characters to the domain name or extension, and flag potentially bad addresses that contain foul language.

### ✔ Email Suppression Services

Are you unsure of the deliverability of your email addresses? This is important information.

Delivery 'glitches' can cause email addresses to be assigned incorrect delivery status codes. If one of your campaigns suffered a short-term block, many ISPs will reply with a hard-bounce code. This can cause significant revenue losses.

Simply re-mailing your hard-bounces may sound like a valid solution, but re-sending campaigns with a high hard-bounce rate can lead to further blocking by the ISPs – this has a negative effect on your sender reputation. What to do?

InfoUSA maintains a Global Suppression File that contains email addresses that are known to be

permanently undeliverable, as well as other email addresses that should not be used in any email campaigns. By submitting your email database for this service, we will return the records that match our suppression file, along with the match identifiers:

**Hard Bounce** - Emails known to be undeliverable.

**Complainer** - Individuals that have complained or pressed any type of automated complaint button.

**Do-Not-Email file** - These are individuals that have registered with a Do-Not-Email registry.

This process won't identify every single bad email on your file, but sending to addresses that are known to trigger spam flagging is no longer a risk you need to take. Or should take – your sender reputation is extremely valuable and worth every penny to protect.

**If you have any questions about our email append and database processing services – or any questions about our Email Marketing Services – please don't hesitate to ask, contact us at 888.297.0899.**



**CALL US TODAY  
888.297.0899**