

## EMAIL APPEND

with Real-Time ECOA™

Your customer relationships are your most important assets. More and more companies are finding a wealth of untapped potential in their customer databases. Visionamics matches your customers' names and postal addresses to our database and appends your customers' emails to your file. Email append has quickly become one of the most sought after marketing services. Through Email Append with Real-Time ECOA you can append new or replace outdated emails to your postal files and tap into that wealth.

### Leverage Your Existing Data

You've built a database of your customers, and want to start to communicate with them via email, however you don't have their email addresses. Visionamics Email Append with Real-Time ECOA Technology will allow you to build your customer database with the most current email address.

### WHY USE EMAIL APPEND?

- ▶ Customer Retention
- ▶ Recover Lost Customers
- ▶ Low Cost to Contact Customer
- ▶ One to One Communication
- ▶ Easily Customize and Personalize at Low Cost
- ▶ Establish Online Relationships with your Customers
- ▶ Take Advantage of Multi-channel Marketing Strategies



### RATE CARD

- » Up to 100K records ..... \$0.18 per match
- » 101K - 250K records ..... \$0.15 per match
- » 251K - 500K records ..... \$0.12 per match
- » 500K - 750K records ..... \$0.10 per match
- » 750K - 1 MM records ..... \$0.08 per match
- » 1 MM + records ..... Call for pricing

Rates based on input file size. \$1,500 minimum order

### Here's How It Works

- ▶ Your customer database is compared to our massive 240 million record Email Append database. When a match is found, your customer's email address is added to your file.
- ▶ A Welcome Email is then sent to your customers. This email introduces the benefits of communicating through email. This welcome letter also affords your customer the option to decline email communication.
- ▶ Through our Real-Time ECOA technology, undeliverable records are resubmitted in real time to our database for replacement and cleansing ensuring you the most complete and deliverable email file available.
- ▶ Best of all, your investment is completely results driven. Pricing is based on usable email addresses only. You are never charged for any undeliverable email addresses or declines.

❖ Match rates for the Email Append 15-35%



All email campaigns fully comply with the CAN-SPAM Act of 2003

**30% LIFT** WITH REAL-TIME ECOA™ PROCESS

