towerd@ta

Reach your online customers offline.

TowerData's Reverse Email Append service can enhance your email database by adding the names and postal addresses of your customers. You'll gain the ability to market to them through direct mail and segment your database by demographics as well as geography.

In just a couple of days, our service will match postal information to 25% to 50% of your database, and all of our results are DPV certified (Delivery Point Validation) by the United States Postal Service for accurate postal delivery at discount rates.

Gain access to your customers through an alternate medium.

Studies have shown time and again that multichannel marketing increases response rates. With TowerData's reverse email append service you will gain the ability to reach your customers offline as well as on. Reverse email append also provides you with the ability to better segment through zip code, city, state and gender. Make your marketing more relevant by gaining greater insight into your database.

Tap in to an unequaled in-house reverse email append database.

TowerData maintains an in-house database of 500 million unique email addresses all attached to a first name, last name, and a DPV certified postal address–refreshed monthly. An industry leading resource, the TowerData database is the backbone for many of the append services on the market, and by working directly with us, you avoid middleman or broker costs. We also have the relationships to match your file against multiple providers at an unparalleled price.

Accurate results for better performance.

TowerData's advanced data quality process prevents partial addresses or inaccurate data from entering our database. In addition, we certify that all postal addresses are valid and will be accepted for delivery by the USPS. Don't waste money on bad data you can't use–with TowerData you are guaranteed quality results.

Turn to TowerData with confidence.

Email data is our specialty. Unlike other vendors, TowerData reverse email appending services are maintained in-house, so your valuable customer files stay secure and are processed quickly. Because we use our own technology, you can have 100% confidence in the quality and accuracy of our data.

Request your FREE match test today!

Within 48 hours you can find out how many of your records have a corresponding name and postal address in our database –at no charge to you. Call now for your free match test.

With reverse email append, you'll be able to segment your email customers by location and market to them via direct mail.

Compare TowerData for Accuracy and Service

- Use direct mail to complement online marketing efforts and improve campaign performance
- Segment your database by geography to provide more relevant communications
- Gain greater insight about your customers and the ability to append demographics

- Match rates up to 50%
- Fast 48-hour turnaround
- Superior data quality, including DPV certification
- Pay only for matches found–no setup or processing fees
- Data is managed in-house for full security and frequent updating

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