towerd@ta

Clean, Grow and Enhance Your Email List

Are you tired of tweaking subject lines to little effect?

Content and creative is only one part of the email marketing equation and usually the first tactic to be exhausted. To reach the next level of email marketing success, improve the quality, size and depth of your email list for improved deliverability, greater reach and increased response. TowerData provides an exceptional suite of email data services including Email Intelligence, Email Validation and Email Append–all of which can make communicating with your customers not only easy, but profitable.

Email Intelligence

TowerData's Email Intelligence suite of services enhances your email list by providing in depth information about your email addresses and the individuals behind them. This helps you deliver more personalized, targeted offers and communications that yield higher response rates. Find out more about visitors to your website and people on your email list by completing customer profiles with demographic, purchase and interest data. Reach your online customers offline by obtaining the names and postal addresses that correspond to their email addresses. Reengage inactive or outdated email addresses by identifying those most likely to respond to your offers, and reconnect with subscribers even if they change email addresses. **We provide data on 80% of U.S. email addresses.**

We Can Help You

- ✓ Clean, enhance and acquire email data
- ✓ Retain email subscribers and maximize their value
- ✓ Improve email marketing performance

Try any of our services for FREE to see how much we can improve your subscriber data:

- **Email Validation Report**
- **Email Intelligence Report**
- **Email Append Match Test**

Email Validation

Protect your sender reputation and improve delivery to the inbox with **Email Validation**. If you have too many bounces, too many complaints or too many spam trap hits, your email could end up in the spam folder–or worse–blocked. Email Validation improves the quality of your data, leading to higher opens, clicks and conversions. Performed in batch or in real time, Email Validation corrects syntax and spelling errors, prevents spam traps from getting on your list and determines whether a mailbox will hard bounce, soft bounce or deliver. You'll also get precise diagnostics on your list with over 30 different status codes. **After implementing Email Validation, clients have reported a 95% reduction in bounce rates and a 20% increase in open rates.**

Email Append

TowerData's **Email Append** service is a quick and affordable way to boost your email list and marketing results by matching email addresses to your postal database. Match your customer list against our in-house database of more than 500 million unique records, and **we will return an enhanced list with 25-40% more opt-in email addresses.** An expanded email list can yield significant increases in revenues, improved customer retention and savings in direct mail costs.

Real Time API

Through **our API**, TowerData provides a comprehensive set of validation and data enhancement services that can be performed in real time as leads are collected on your web forms. Real-time validation verifies and corrects email addresses, postal addresses and phone numbers–keeping bad data out of your customer database from the start. Real-time enhancement enriches your customer records with demographics, current location, postal addresses and phone numbers–giving you more data to power targeted, engaging offers and multi-channel marketing without having to ask leads to surrender more information at every touch point. The API uses the industry standard REST format, making it easy to set up and manage.

Why TowerData?

- TowerData's in-house email database is tops in the industry.
- We use conservative and precise algorithms when processing customer lists for the highest accuracy.
- The email addresses we validate or append have the fewest bounces.
- Our team has an unmatched commitment to customer service, data integration and email marketing best practices.

About TowerData

TowerData works with marketers, database analysts and IT professionals to improve their contact databases by validating email addresses for better deliverability, providing email intelligence to improve personalization and adding email addresses to extend marketing reach. Combining our industry-leading email database with a dedication to exceptional client focus and the highest accuracy, we have been the go-to email data resource since 2001.

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