

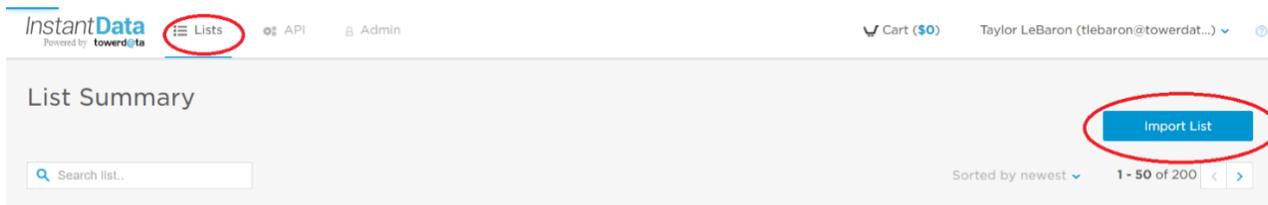


Email Append Processing Guidelines on InstantData

Email Append Batch File Processing

To get started, you will need to have Email Append enabled under your InstantData account. To do so, please contact sales@towerdata.com and include the email address associated with your InstantData account.

Now that Email Append has been enabled, you can navigate to the “Lists” tab in the top toolbar of your InstantData Account. Select the blue “Import List” button:



Drag & drop or upload your file here. Your file must include at least 25 records. The supported file formats are CSV or tab delimited text files. You will be prompted to select your service type. Once your service has been selected, you will see the below screen:

We are processing your list .
Each service requires a different amount of time. You can view each set of results as they become available.

Email Append

Matches
0%

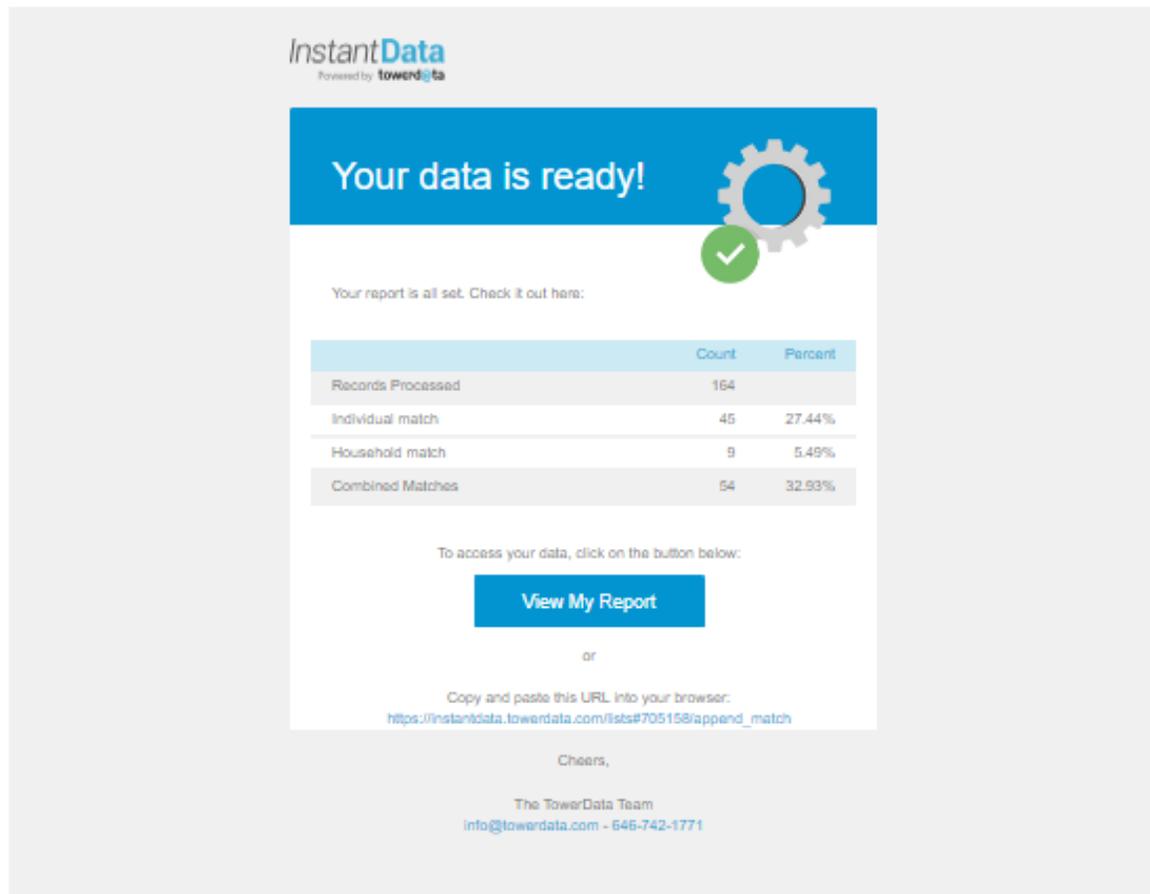
We'll send you an email when your results are ready. You can leave this page.

[Go to List](#)

Processing time is dependent on the file size. Generally, files of <100,000 will be complete in a matter of hours. Files over 1M may take longer than one day. Contact our support team (support@towerdata.com) if you have specific questions or needs for a given project.

Once the file has finished matching an email will be sent to the email address associated with your Instantdata account.

----- Forwarded message -----
From: InstantData <instantdata@towerdata.com>
Date: Tue, Jun 29, 2021 at 1:09 PM
Subject: Your Email Append report is ready [List 705158]
To: <fsebaron@towerdata.com>

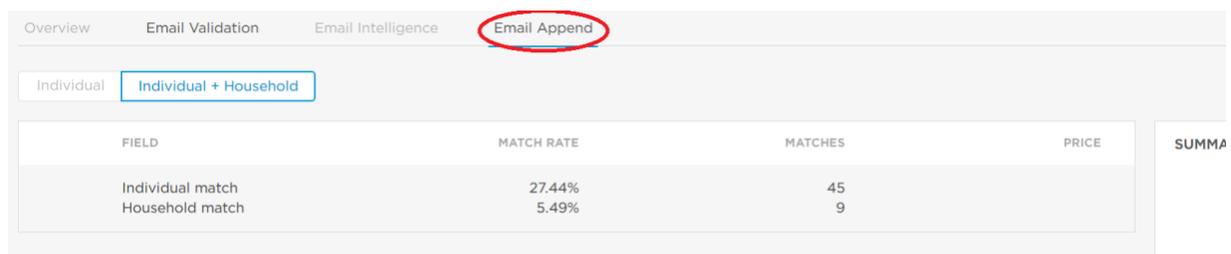


The screenshot shows an email from InstantData, powered by towerdata. The main heading is "Your data is ready!" with a gear icon and a green checkmark. Below this, it states "Your report is all set. Check it out here:". A table provides summary statistics:

	Count	Percent
Records Processed	164	
Individual match	45	27.44%
Household match	9	5.49%
Combined Matches	54	32.93%

Below the table, it says "To access your data, click on the button below:" and features a "View My Report" button. An alternative URL is provided: https://instantdata.towerdata.com/lists#705158/append_match. The email concludes with "Cheers," and contact information for The TowerData Team: info@towerdata.com - 646-742-1771.

After the file has finished matching, navigate back to the “Lists” tab of your account, select the file, and open the “Email Append” tab:



The screenshot shows the 'Email Append' tab selected in the TowerData interface. The 'Individual + Household' filter is active. A table displays match statistics:

FIELD	MATCH RATE	MATCHES	PRICE	SUMMA
Individual match	27.44%	45		
Household match	5.49%	9		

The number of matches reflects your gross match count. Should you choose to move forward with results, TowerData’s Email Validation service will be applied to the matches during the

check-out process to remove any invalid or undeliverable emails. **You should anticipate that this gross match count will drop by ~10-15%.**

To illustrate:

Your input = 100,000 records

Gross matches = 55,000 records

Net matches = 46,750 records – this is the estimated number of records available after validation

Note that on average, validation identifies and removes ~95-98% of invalid emails. As such, you should anticipate a small number of bounces.

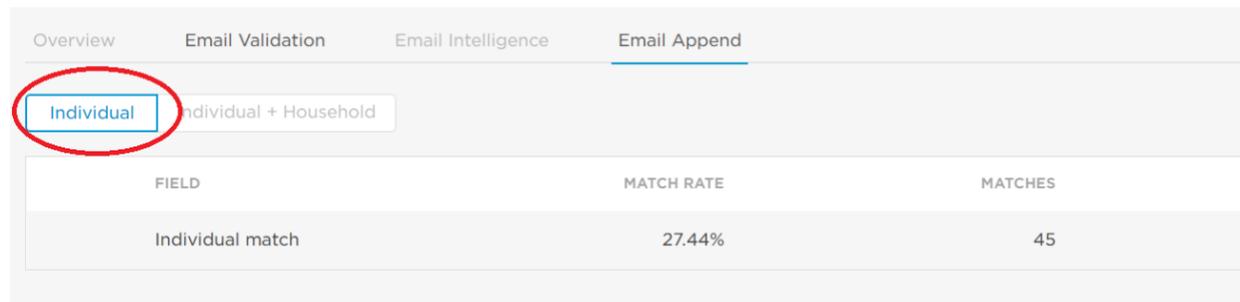
Match Types

We offer two match types, “Individual” and “Household.”

Individual level matches are based on: first name (which includes first initial or nickname), last name, address, city, state and zip code.

Household level matches are based on: last name, address, city, state and zip code.

We will look for an individual level match first, if not found, we then look for household. You have the option to select both match types, or individual level only:



The screenshot shows a web interface with a navigation bar at the top containing 'Overview', 'Email Validation', 'Email Intelligence', and 'Email Append'. Below the navigation bar, there are two buttons: 'Individual' (highlighted with a red circle) and 'Individual + Household'. Below the buttons is a table with three columns: 'FIELD', 'MATCH RATE', and 'MATCHES'. The table contains one row with the following data:

FIELD	MATCH RATE	MATCHES
Individual match	27.44%	45

Purchasing Results

To proceed with results, simply check the data fields you would like to purchase and click “Add to Cart.”

Overview Email Validation Email Intelligence **Email Append**

Individual Individual + Household

FIELD	MATCH RATE	MATCHES	PRICE
<input checked="" type="checkbox"/> Individual match	27.44%	45	\$6.750

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SUMMARY	
Individual match	\$6.750
TOTAL	\$6.750

Add to Cart

After adding the data to your cart, select “Checkout” and add your payment information. Your results file will now be prepared. This step includes applying email validation and the building of the results file. Leadtime is typically a few minutes to a few hours depending on file size and how many matches are available.

The results file will include all the original fields (unchanged) and all records including those unmatched. If we have a valid email address to append it will be added to the end of the record. Match type will also be appended as “individual” or “household”.

For example:

Client input:

Unique ID, First Name, Last Name, Address 1, Address 2, City, State, Zip

TowerData output:

Unique ID, First Name, Last Name, Address 1, Address 2, City, State, Zip, **Email Address, Match Type**

Custom Processing

TowerData also offers automated FTP batch processing and API based processing. For more information on these options, please contact TowerData’s Sales Team at sales@towerdata.com. Any questions or special requests can also be directed to our Sales Team.