

Why Choose Equifax As Your Email Append Provider?

We recognize there are various append providers for you to select from. When considering who to entrust with your database append, bear in mind some of the differences that set us apart.

Equifax Technology

- ▲ **Speed:** Our proprietary Email Append system can process up to 12 million records per day. Since the system is automated, append processing continues throughout the night and over weekends.
- ▲ **Accuracy:** Our proprietary matching logic has been developed over the last 30 years. Equifax is an acknowledged leader in data matching; providing services for many Fortune 500 companies, and credit processing services for most of the nations top financial institutions.
- ▲ **Security:** Our security is state of the art. All data transfers are done via password protected FTP. All email Append processing is performed in a secure data center. All processing is managed in house - we do not outsource or utilize the services of any append partners to process our clients' data. This allows us to control the quality of the product we deliver to our customers, and more importantly, protects the security of your customer database.

Equifax Email Append Database Structure

The Equifax Email Append Database is rebuilt every six weeks. During the rebuild, the following takes place:

- ▲ Any new data acquired by Equifax is added to the Append Database
- ▲ All records identified as undeliverable are flagged
- ▲ All records in the file are run through both NCOA and TCOA processing to update the postal addresses on the file.
- ▲ Address history going back up to 5 years is retained for all records. This allows us to match a record even if your address is outdated.

Equifax Email Append Process

- ▲ **Match Process:** We use 2 levels of matching logic in a single pass. We will first attempt to match your record at the Individual level, utilizing the full name and address from your customer record. If a match is found, the email address is appended; along with an "I" flag to indicate the Individual Level Match.

If a match is not found using the full name, then we attempt to match using the surname and address from your customer database. If a match is found, the email address is appended, along with an "H" flag to denote a Household level match.

- ▲ **Domain Verification:** After the match, we run all appended emails through domain verification. This will ping each domain to ensure it is still active.
- ▲ **Welcome Email:** Our process includes the broadcast of an initial "welcome email". This email is a message to your customers introducing them to online communications, and tells them what type of information they can expect to receive via email. This message also contains a section that affords your customers the ability to remove themselves from your Online Customer Database.

After the completion of the online introductions, you will receive both a valid matched file, and a separate file containing customers that wished to be removed.

- ▲ **Global Remove Option:** With each email that is delivered, the recipient not only has the option of removing themselves from our customer's online database, but they are also given the ability to remove themselves from the Equifax Email Append Database. This ensures that we are not appending email addresses of consumers who don't want their information shared.

Additional Data Enhancement Tools

- ▲ **Data Enhancement:** Our TotalSource Data Enhancement™ solution allows you to target and communicate to your customers more effectively and can enhance your file with over 700 data elements. These include: demographic selects, lifestyle & interest selects, purchase behavior, and household automotive selects.

You can view a complete listing of selects, which can enhance your database records by [clicking here](#).

- ▲ **FOCUS Profiling:** While most companies have a good understanding of their overall customer characteristics, many do not really understand how their online customers differ from their traditional offline customers. A FOCUS (File Overlay Customer Understanding System) Report is an incredibly powerful tool that profiles your customers by demographic characteristics, leisure activities, hobbies, interests and geography. The FOCUS™ report will compare your verified online customers to rest of your customer base and to the Equifax Lifestyle Census™ database. With deeper understanding of your online customers, you will be able to more effectively reach and target this valuable customer segment. You can view a sample FOCUS report by [clicking here](#).

EQUIFAX
MARKETING SERVICES

For more information, contact Equifax at:

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