

Case Study

360 WEST MAGAZINE

360 West Magazine is a monthly upscale publication with a mailed circulation to 28,000 high-end households west of the Hwy 360 corridor in Tarrant, Johnson, Parker and Hood counties. They were looking for additional revenue streams and to further build brand awareness.

SOLUTION:

Purchased appended e-mail addresses to the mailing list.

Completed the electronic opt out process to satisfy spam requirements.

Net 9,324 new marketable e-mail addresses.

Combine new e-mail addresses with internal email lists.

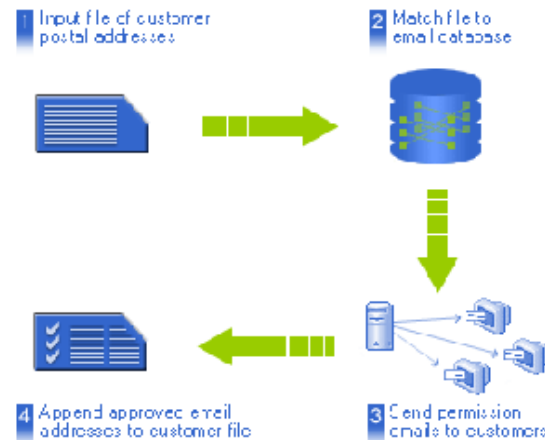
New e-mail list of approximately 11,000.

Offer this e-mail database, and HTML design services to advertisers to send e-blasts about special events, new merchandise lines, and special offers for additional revenue.

The Process

How Consumer Email Append Works:

Email Append uses your customers' names and postal addresses to append accurate, deliverable email addresses to your customer database in four easy steps:



1. We receive your customer data.

All we need to start the process is your list of customer names with their postal addresses. We work with most data formats, and your information will always be protected within our secure system environment. We'll remove duplicate records and apply standard postal address hygiene including CASS.

2. The match is performed.

Your customer file is matched against our database of over 150,000,000 consumer records to retrieve the corresponding email addresses. We consistently find email addresses for 10 - 20% of all records that are submitted to us.

3. A permission request is sent.

We create and send a customized permission request message that will direct your customer to a website with your logo. There, your customer can either opt-out of future email messages from you, update their contact information, or provide an alternate contact.

4. We return your database with email addresses appended.

All undeliverable matches are omitted and opt-out responders are flagged. A final file containing deliverable matches is returned to you. Turn time is 7 -10 bus days.