

# Phone Append

## A quick and economical phone number solution

*Phone Append* adds phone numbers to your contact records containing a name and address. This automated process is designed using multiple national white page databases. Sometimes referred to as a “compiled phone append” this solution offers a very cost-effective solution with quick turnarounds. As a result, Phone Append is one of PacificEast’s most popular services.

## Many Choices

*Different providers of Phone Append* information process their files in different ways. Even though most of the source records available are the same, the final results can vary from one provider to another because of nuances in their individual data processing algorithms. It’s not that one is necessarily better than another, they’re just different and each company provides unique abilities in terms of the types of searches they support and their ability to find records in their databases. This is why PacificEast maintains relationships with multiple data repository providers and search systems, in fact, we have relationships with more providers than any of our competitors. Our query processing systems can search through just one of these providers—we call this “Phone Append 1”—or through multiple providers by adding what we call a “Phone Append 2” process. There are pros and cons for using one or more Phone Append sources so we encourage you to contact an Account Manager to discuss your needs and budget. They are experts in helping you find just the right combination that will work for your specific case.

*Another Option* for you is to follow up your Phone Append 1 or Phone Append 2 process by searching a Directory Assistance repository for any records that were still not found. We call this a “**Phone Append 411**”. This option gives you the highest possible coverage and the best chance at finding a phone number for your contact record.

*Forwards or Backwards?* Combining our various phone append processes in different orders can fine tune your results. If you want more phone numbers but want to keep costs to a minimum, we can process your file through Phone Append and send any records for which a phone number wasn’t found through Phone Append 411. However, running your file first through Phone Append 411 then routing “no finds” through a compiled Phone Append process will cost a little more but will reduce the chance of receiving disconnect numbers while improving the odds of finding brand new phone numbers.

*Verification* can be added to any of the processes above. Verification compares the phone numbers you already have to the best phone number available. If your existing phone is still valid these records are marked as “verified”. However, if a better number is available it is appended to your file. Verification of an existing phone number costs less than appending numbers. Requesting verification is an excellent option when your database is partially or fully populated with phone numbers.

