

# Email Append

Access valid business and consumer email addresses with the best suite of email-related contact products on the market.

Email addresses are, more and more, becoming the contact method of choice. However the availability and validity of email addresses can vary widely. PacificEast has assembled what we believe to be the best suite of email-related contact products on the market today. And as always, PacificEast can integrate an email solution into a more complex combination of other solutions in order to give you exactly the information you need. Here is an outline of our standard and reverse email append products:

- **Standard Email Append (Consumer) and Standard Email Append (Business)** - Our standard email append (used for appending email addresses for email marketing) starts with your file of names and addresses to find and return an email address. Email addresses provided have gone through an opt-in process meaning you already know the email address is valid and the receiver is willing to accept your email. Separate processes exist for consumers and businesses. However, common features include:
  - Over 95% deliverability rate
  - Summary of matches available within 48 hours (actual email address availability varies)
  - All data is 100% opt-in and volunteered by the consumer
  - All data is strictly guarded for quality assurance and maximum security
  - Fully compliant with federal CAN-SPAM legislation
- **Non-Marketing Email Append** – For non-marketing purposes such as collections we also offer an alternative system that does not use an opt-in process. This process has a higher non-deliverability rate since email addresses cannot be pre-screened. However, email addresses are generally returned within 2 to 4 business days, significantly faster than the standard process. This product is considered a restricted purpose product and requires specific approvals based on intended use.
- **Reverse Email Append** – If you already have an email address and want to find a name and address or phone number, try a reverse email append. Because of few restrictions, turnaround time on reverse email append processes are within 48 hours.
- **Change of Email Address (ECO)** – Change of address for email addresses is the same as a change of address process for delivery addresses. Your non-deliverable email address is used to find a new, deliverable email address.

