

# DMS Email Append +

BTB Email Append Overview

## Business Email Append

In order to achieve the highest match rates possible for our clients, DMS uses a three step append process.

- Step 1: Data matching using the InfoUSA Business Email Database

The email addresses in this database have been compiled during telephone interviews conducted by the InfoUSA call center in Omaha, Nebraska. During the interview, the individual is asked if they would like to provide their email address for the purpose of receiving offers via email.

- Step 2: Data matching using the our Consumer Database

The database of 144MM consumers is derived from multiple sources; including permission-based websites and survey responses. The database is updated monthly. Each record includes name, physical address, e-mail address and are 100% permission based.

- Step 3: Email creation based on domain & email pattern rules

This process is only used for records that did not match in step 1. The email address will be developed after the domain for the company has been identified and the email pattern for the company can be determined. This step is recommended in order to achieve the highest match rates, but is optional.

# Step 1 & 2 – Match to Internal Databases

Client file should contain the following information:

- First & Last Name of Contact
- Company Name
- Full Postal Address



The file is first matched against the InfoUSA and WKI databases. If a match is found, the individual's email address is appended to the file.



Non-matches are then run through the next step.

## Step 3 – Domain & Email Pattern Identification

### Input Record

John Doe  
Acme Manufacturing  
111 Desert Drive  
Wiley, MT 60450

### Reference Database

Sam\_Smith@IBM.com  
**Richard.Johnson@acme.com**  
Joe\_Smith@polk.com  
Mjones@HP.com  
S.Guy@rocketscience.com

First, the company name and address are used to locate the domain name for the company

Acme.com

Next, the domain is compared to a reference database of email addresses. When a match on the domain is found, logic is used to determine the naming convention for that company.

### FirstName.LastName

Using the name information from the input file and the determined naming convention, the email address for the individual is added to the input file.

**John.Doe@acme.com**

## Welcome Email

After the match results from both processes are combined, a 'Welcome Email' is sent each appended customer record. This email will introduce online communications to them, and give each customer the opportunity to request to be removed.



The average delivery rate for this message is 75%

After completion of the process, the updated file is sent back to the client.

Match rate varies based on the type of companies contained in the file. For example, large businesses will have a better match rate than a file of small businesses.

Average total match rate ranges from 6% - 25%

## Success Rates

This process has been used with great success for a number of DMS' B2B clients.

These industries include (net deliverable):

- Medical Professionals– 14%
- B2B Publisher – 26%
- Teachers (including consumer emails) – 30%
- Communications Company – 19%

The domain & pattern matching is compliant with all privacy laws currently in place. Our process does NOT guess the email format by utilizing “dictionary attacks”. Logic is used to determine the best possible email. Only a single broadcast (the Welcome Email) is sent to the appended record.

For more information, please contact:

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