



BOOST YOUR OMNICHANNEL MARKETING SUCCESS WITH THE HIGHEST QUALITY EMAIL DATASET IN THE INDUSTRY

Leverage Our Database of Over 300 Million Email Addresses

Having multi-channel touch points to reach consumers with targeted messaging at the right moment is critical for today's marketers. Boost your cross-channel engagement with V12 Email, one of the largest repositories of email addresses in the industry. The V12 Email database is a high quality, permission-based national file with over 300 million email addresses.

Robust email solutions for append, reverse append, validation and deployment:

- ✓ Hundreds of demographic and lifestyle overlays to enhance your selections
- ✓ Email addresses go through a proprietary 8-step validation process to identify records known to be associated with spam traps, invalid emails and domains, role accounts, complainers, known hard-bounces, etc.
- ✓ Time, date stamp and originating URL available on most records
- ✓ Email addresses are screened for offensive originating URLs (i.e. adult websites)
- ✓ The data is compiled from third party permission based sources
- ✓ Frequent additions, deletions, and hygiene processing
- ✓ More valid matches higher than off-the-shelf email append software

Email Assets

- ✓ Consumer ePostal Email: 108 million+
- ✓ Consumer eAppend: 369 million+
- ✓ B2B Individual Email: 32 million+
- ✓ Suppression Email: 438 million+

FEATURES

- ✓ Email addresses are flagged for known complainers and fraudulent addresses
- ✓ Postal addresses are run through data hygiene processes to standardize
- ✓ Includes introductory message for appended email files utilizing your creative to give recipients a chance to opt-out of receiving communications. This results in a clean matched file plus a separate file of opt-outs