



Data Appending Process



Data Appending Process

1 Your company's Database



2 Matched with our master database



3 The entire data is then manually verified by our team



4 Send opt-in messages to customers



5 Your company's contact Database is now enhanced & updated



STAGE 1

All the data that needs appending is identified by the client and compiled in one file. We ask the client to upload the entire file through our secure FTP. Although, this database can be converted to any format, however, it is usually converted to CSV files. These CSV files are then sent to our appending team, where technicians use both manual and automated appending process.

STAGE 2

Once picked up by our appending team, these file are put through a complete formatting process. The client file is matched with our master database of 32 Million business records. During this process, whenever a name, address, or business name matches with any data in the client file, the corresponding email address is added from the master database to client's records. This process is repeated till all the records have been exhausted.

STAGE 3

Once the matching process is done, the appended emails are dispatched to the verification team for validation. Each of these emails are verified and validated one by one. This is both a manual and automated process. The verification team tests the deliverability of the appended email. Our standard match rates are usually over 90%.

STAGE 4

Once the verification has been done a standard message is sent to all newly appended emails as decreed under the CAN-SPAM Act. This exercise is undertaken to express client's wish to communicate with the recipients via emails. The recipients are also given an opportunity to opt-out of the mailing list if they desire. This step can be performed by the client themselves or by us. Usually we execute this process. After 7 business days, the opt-out emails are removed from the file.

STAGE 5

Upon completion of these stages, the updated database is reformatted and re-verified by the appending team for one final time, to remove discrepancies, if any. The file is then converted to it's original format and delivered to the client by or within the delivery date. We provide the client with an option to upload the appended file in their FTP or send via any other media. For security reasons, no file is sent to the client via email.

Want to append Missing Data?

Contact Us

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