

## **Overcome your online marketing challenges and succeed in today's competitive marketplace**

*Walter Karl Interactive utilizes a multiple vendor process that will deliver the greatest results in the shortest amount of time. This means that you will have access to **Walter Karl Interactive's** email database and the email databases of other quality data providers, but the team at **Walter Karl Interactive** will manage the entire process for you.*

### **Email Append:**

- Help companies build their online retention database by providing them with a permission-based email address for their customers.
- Services available for both B2C and B2B customer databases.
- Our unique Multiple-Vendor Approach (MVP) delivers substantially higher match rates. There is no delay in turnaround time for your project and the team at **WKi** manages the whole process.
- Demographic & Lifestyle information can be added during the process – Provided at no charge.
- Client only pays for net deliverable email addresses provided.
- B2C match rates range from 15% to 35%. B2B match rates range from 12% to 30%.

### **Reverse Append:**

- Send us an email address and we'll provide you with the individuals name and verified postal mailing address.
- Demographic and Lifestyle information can be added during the process – Provided at no charge.
- Matches rates range from 25% to 45%.

When you rent your house file to other direct marketers, you're virtually guaranteed a consistent flow of income. Organizations of all types and sizes find list rental a simple, efficient way to increase revenue. Because we handle every aspect of renting your file, everything you earn is profit

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**Email Update Service:**

- Update your invalid (bouncing) email addresses with a new deliverable email address.
- Email Hygiene & Correction Services can fix misspelled domain names to improve delivery.
- Suppression Services can identify bounces to improve delivery and maintain good ISP relations.
- Matches rates range from 8% to 20%
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**Data Append:**

- **Walter Karl** can append consumer or business demographics to a customers file for either
  - Consumer – Append demographic information to consumer records based on lifestyle or psychographic data derived from multiple sources.
  - Business – Append firmographic information to business records from over 100 different data items to pinpoint business prospects.

**Amplify – Append – Model – Process:**

- Clients using our Email Append Services can also take advantage of our Email Acquisition programs.
- We use a profile developed during the Email Append project to find prospects most likely to respond to your online offers.
- 360° solution for online retention to acquisition experience.
- During the Email Append process, a profile based customer information is created. We match the records up against the *InfoUSA* consumer database of over 110 million households.
- Our Email Acquisition professionals review the profile and identify prospects that look just like your customers.
- The resulting profile will be reviewed with you once your customer list has been enhanced.
- You are given discounted pricing for the entire acquisition email program.
- By use of matching process, we ensure that prospects that receive the Email Acquisition campaign are unique to the current advertiser customer file.

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**Competitive Advertising:**

- **Unique multiple-vendor process.** Our clients not only have access to our internal database, but also to the Email Databases at other major providers. We have great relationships within the industry, and we leverage our expertise by managing multiple passes. This will not only result in great results for our clients, but will consolidate the contract and invoicing, making it simpler for you.
- **Permission-based email database.** All of our records are complete with time/date and source information. With today's current legislation, clients can't afford to use a provider who doesn't have this information.
- **Customer data enhancements during the append process.** Over 200 top line demographics and lifestyle enhancements are available. You can pick 3 basic elements to be appended to the matched records at no additional charge.

***Come join us!***

***We succeed only when our clients succeed!***

***Toll-Free: 1-877-955-4787 • Email: [sales@walterkarl.com](mailto:sales@walterkarl.com)***

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