



Append Services Overview

About Walter Karl Interactive's Data Services

Online marketing has become an important channel in today's marketplace and a very cost effective way to service your existing and new customers.

Walter Karl Interactive is dedicated to effectively accomplishing your direct marketing goals. Through our parent company, InfoUSA, we supply the expertise to maximize your multi-channel strategy.

In addition to Email Append Services, Walter Karl Interactive's Data Services also include Reverse Email Append and Email Change of Address.

About Walter Karl Interactive's Email Append Service

Do you have a database of your customers, but are missing a high percentage of their email addresses? Walter Karl Interactive's Email Append Service will allow you to build your online customer database by giving you your customers most current email address.

Our service not only includes matching offline addresses to the customer's online email address, but also includes the creation and delivery of a branded email message designed to introduce online communications to each of the matched customers. Upon completion of our process, you will receive the deliverable email addresses for the matched customer records. Our average match rate on first run files is 10-20%.

About the Walter Karl Interactive Email Append Database

Our database currently has approximately 75 million individual records. The database 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. 78% of the records include Donnelley's demographic data.

All of our records are complete with time/date and source information. With today's current legislation, you can't afford to use a provider who doesn't have this information.

With Walter Karl Interactive's exclusive Simultaneous Multi-Vendor Approach, we can dramatically increase the results of your Email Append by coordinating the processing of your file with many other permission-based email databases available. Your results can increase by as much as 250%, while you will still only have one point of contact, one agreement and invoice to worry about, and no delay in turnaround time for your project.

For more information, contact

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Data Enhancement Services Available

In addition to email address, you may also elect to have other data elements appended to your customer database. A list of the available options is detailed below.

As part of your email append, you may choose 3 selects to be appended to your file at no additional cost. There is a small fee for appending additional data selects.

Available Selects Include:

Mail Order Buyer	Work at Home Flag
Health Contributor	Ethnic code
Religious Contributor	Presence of Credit Card
Political Contributor	Name, gender, marital, age
Environmental Contributor	Age of head of Household
Combined Vehicle Value	Estimated Household Income
Number of Vehicles	Hispanic surname
Owner/Renter	Number of Adults
Length of Residence	Marital Status
Home Value	Presence of children

Reverse Email Append

Do you have an email database of your website visitors or subscribers, but don't have their name and postal mailing address?

Would you like to be able to build a profile of your responders to help improve your prospecting and acquisition efforts?

Walter Karl Interactive's Reverse Email Append Service will allow you to enhance your email records with a matching name and postal mailing address. With this information, you can improve targeting for your email campaigns, learn more and compare your responders vs. non-responders, or utilize multi-channel marketing strategies.

Email Update Service

How much money are you losing because of broken emails?

Have many of the email addresses on your email subscriber database are undeliverable?

Just as people move their residence, they also change their email address. As this happens, you lose the ability to connect with your customers online. Over time, this can have a dramatic impact on the revenue generated from your online database! Walter Karl Interactive is able to take your outdated email addresses (or "bounces") and can provide you with a new email address for that individual..

Walter Karl Interactive can help put you back in touch with your previous email subscribers and help reduce lost revenues due to changing email addresses.