Email Append Frequently Asked Questions

How does your append process works and what’s accuracy level of emails?

We use name and address from your list and match them against our 250 million email database. Typical match logic is at Individual level (match using first, last and address). You can always request 2nd pass at household level (match using last name and address) to bring match rate higher.

After match process, emails will go through hygiene process where high risk emails, opt-outs and frequent complainers will be flagged & removed. Next emails will go through final mailbox level validation and any possible bounce emails will be flagged and remove. Using this 3 step process, our emails are 98% deliverable.

Is pricing based on total list size?

No, we only charge for valid, deliverable email we append to your list. There’s no processing fees or any other cost.

What’s turnaround time?

On an average email appends processing takes between 2-3 hours during business hours. Returning customers can directly upload their list through their account and run appends 24x7.

Can you update our file of invalid email addresses?

Yes. Using our email verification service we can identify bad/invalid email address and replace with valid deliverable email address.

How often is your Email Append database updated?

New & valid email records being added every week and every month undelivered, opt-outs gets removed. We also run email postal records through USPS CASS and NCOA process to keep address clean and current.

Phone Append Frequently Asked Questions

How does your append process works and what’s accuracy level of emails?

We use name and address from your list and match them against our 125 million land line phone database & 150 million wireless database.   
Phones records are validated for correct format, area code, exchange code. We also use telco data to flag and identify valid issue phones. Ported number database is to accurately identify landlines vs wireless phone types.

Is pricing based on total list size?

No, we only charge for valid phone number we append to your list. There’s no processing fees or any other cost.

What’s turnaround time?

On an average phone appends processing takes between 2-3 hours during business hours. Returning customers can directly upload their list through their account and run appends 24x7.

Is your phone append TCPA & FTC Do not call complaint.

You can select your append with our without DNC and select between landline or wireless or both depend on your compliance requirements. We ask all our phone append customers to sign our data terms of usage agreement to make sure their usage is complaint as per FTP and TCPA guidelines.