

“The best way to get results for your campaign is to reach a **Targeted Audience**, at the **Right Time**, with a **Relevant Message** through the **Right Channel**.” — *Your NCP Marketing Intelligence Team*

Our email append program delivers cost-effective strategies to help you engage and grow your customer relationships, coupled with protocols that provide your customers with privacy and comfort. Having multichannel touch points to reach customers is important for marketers today. When you need to append email addresses to your customer, member or donor file, we offer exceptional data with outstanding service.



Why should you append email addresses to your customer file?

- 🏠 **Communicate more effectively and at a lower cost to current customers**
- @ **Engage less active customers**
- 🏠 **Increase sales from your existing database via cross-sell and up-sell**

Proprietary Confidence Codes

We stress the importance of confidence coding when determining the matches for individual data projects. We will consult with you to determine what match level is appropriate, whether it's a *strict exact name and address match*, a *loose household match*, or *something in between*. Our logic results in more valid matches.

Suppression File

A separate suppression file of over 220 million records is utilized to eliminate email addresses that are bad, fraudulent, spam traps or complainers – all of which can be disastrous for your sending reputation. These addresses are suppressed from our email append file. If you provide your own email addresses to us, we can flag any matching records you may currently have on your file that should be removed from your email marketing database.

Sourced from one of the industries largest and most accurate repositories of Email Addresses

- ◆ Total number of input records exceeds 1.5 billion
- ◆ Email addresses go through a proprietary 8-step validation process to identify email addresses known to be associated with spam traps, invalid emails and domains, role accounts, complainers, known hard-bounces, etc.
- ◆ Updated monthly with additions and deletions
- ◆ 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 opt-in data
- ◆ Each email address is scored based on several factors including the number of reported sources
- ◆ 100% Deliverability Guarantee

(We stand behind the email addresses we deliver to you for 14 days after delivery.)



On Target Design Promotions

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