



Consumer Email Append

Reach More Customers Digitally

Inbound Insight's consumer email append services tap into multiple privacy-compliant U.S. databases containing more than 1 billion records. New emails are added frequently so you get the fresh, accurate data and the highest match rates. To meet a variety of marketing needs, we offer three types of email appends:

Individual Email

- One deliverable email for the specific person input.
- 20 to 50% match rate.

Household Email

- One deliverable email for the person or someone else living in the household.
- 50 to 80% match rate.

Emails for Onboarding

- One or more emails for the person or others in the HH (including undeliverable) to maximize social/digital onboarding
- 55 to 85% match rate.

These emails are from individuals who opted-in to allow third parties to market to them, in accordance with CAN-SPAM regulations. They accepted a simple privacy policy at the time they provided their email address and the date, IP address and source URL were recorded and stored.

The data goes through several quality checks. Postal addresses are standardized and processed using NCOA and other services. Hard bounces, complainers and opt-outs are removed. Emails are validated again at the time you place your order, to ensure the highest level of deliverability.

Email Append is available via the Insight API™, a simple User Interface or Automated Batch. It can also be combined with other data enhancement processes – including demographic append, plus predictive analytic model, segmentation system and consumer ID append – all in one pass.

Pricing is based on the number of records matched. And there are no minimum processing fees.

Data Services for Reach

- Email (& Phone) Append
- Reverse Email (& Phone) Append
- Name Append to address-only records
- Workers at Home (append home address)
- Append Address from Name and Nearby ZIP Code
- Locate Owners of Rental Properties

Data Appends for Insight

- Demographic Package (60+ elements)
- Interests & Behaviors Package: (200+ elements)
- Plus and Premium Packages: (50+/200+ elements)
- Consumer Insight Models (300+ models)
- Cognitive / In Market Models (250+ models)
- Segmentation Systems & Consumer ID's

We work with companies across all industries and welcome new reseller partners!