



Reverse Append Solutions

Maximize the Value of Your First-Party Email or Phone Data with the Ultimate Reverse Append Solutions

Inbound Insight's Reverse Append data services are the premier solution of their kind, with the highest available match rates and the greatest processing flexibility.

Enhance your existing email (or phone) database using our batch user interface. Then quickly and easily implement our Insight™ API in order to instantly convert hand raiser emails from your online forms to names and addresses.

Why is Inbound Insight's Reverse Append service superior? Because after careful research we developed partnerships with the leading consumer and email database compilers in the U.S. We then integrated over 1 billion data records into our Insight API, the most flexible and capable data API ever developed.

The result is that while industry average reverse email append match rates are in the 40 to 50% range, our Reverse Append Ultimate process matches at a rate of 70% to 80%. Let us prove it...call or email today for a FREE match test with results returned in minutes.

Use Cases That Create Conversions

- Reach customers & hand-raisers via direct mail.
- Use home address location to prioritize customers near your physical locations.
- Name and address unlocks access to leading consumer databases for rich data enhancement.
- Add demographic, psychographic data, determine the best customer persona and prioritize customers/leads.
- Engage with follow up nurturing campaigns using messaging that resonates.
- With real-time processing and instant insight, provide better online customer experiences.

Other Key Benefits

- Match rates far beyond the competition. Only pay for matches.
- Same day turnaround on batch files. Sub-second response via the Insight API.
- Quick API setup option using the email triggered by online form fills to ingest the data, plus optional CRM to store the results.
- Superior postal address quality with frequent DPV and NCOA processing.
- Accurate data with monthly refreshes.
- Three Reverse Append options to fit any client need for low pricing, best value or highest match rates.

Inbound Insight is Seeking Partners

- Printers especially with Triggered/Automated Direct Mail
- Customer Data Platforms and eCommerce Platforms
- CRM and Marketing Automation Software
- Conversion Rate Optimization, Landing Page and Form SW
- Performance Marketing and Agencies focused on Lead Gen

Customer Industries

- Any B2C Industry
- eCommerce / Internet Retailers
- Any with coupons and loyalty programs
- Direct to Consumer
- Publishers & Media

Call or email today and ask about our FREE Reverse Append Match Test