



# awiCAN Email Consumers

## Email Append, Reverse Append, Verification, Deployment

Andrews Wharton Inc. delivers **awiCAN Email Consumers**, the complete email marketing solution for append, reverse append, data linkage, suppression, validation, and deployment.

- End-to-end email campaign services to quickly and easily enhance existing marketing opportunities or implement new marketing initiatives.
- AWI provides the number of **unverified** emails on your acquisition lists to review with your list provider.
- Email verification keeps you out of “black list hell” improving delivery, open, and conversion percentages.
- AWI’s email database provides high-performing, fully opted-in email addresses that are available to append to your customer data or use as a targeted acquisition list.

### Email Append & Reverse Append

Email is an integral part of customer relationship management for every single business. From prospect targeting and acquisition to loyalty and re-engagement, businesses are best positioned to maximize revenue with complete, accurate customer data records.

### Append Key Features

- ✎ Over 219,000,000 Consumer Records
- ✎ Over 180,000,000 **Unique** Email Addresses
- ✎ All Records Contain Full Name, Full Mailing Address, IP Address, URL, Date Stamp, and an Email Address.
- ✎ 100% self-reported opted-in consumer information.
- ✎ Multi-step cleansing process maximizes deliverability.
- ✎ Database installs, APIs, and custom pricing available.

### Email Verification

AWI’s verification engine validates every record in real time, regardless of prior historical outcome, and evaluates all data sets with multiple data fields to identify real people in customers' email lists and provide a score using predictive engagement algorithms.

### Verification Key Features

- 🔍 Cross-field Validation: CAN-SPAM Compliance, Name, Gender, Geo IP Location, Postal Address.
- 🔍 3,000+ Rule Sets Identify Malicious Records, Profanity, Complainers, Spamtraps, Litigators.
- 🔍 Customizable Platform for Custom Rules, Custom Scoring Category Thresholds, Custom Reporting.
- 🔍 Predictive Engagement Scoring Identifies **Real** People.

### Email Deployment

AWI’s platform deploys and tracks your email campaigns using **AWI IP Addresses**. Deploy customer campaigns for acquisition, loyalty, cross-sell, or re-engagement using either AWI email lists or any email list with verified opt-in addresses. Include AWI’s append and verification services for a one-stop shop experience.

### Deployment Key Features

- 🔧 Deployment within 24hrs of test approval.
- 🔧 List Segmentation: Complex Boolean Expressions, Dynamic Allocation, Suppression, Custom Reports
- 🔧 Deploy with AWI IP Addresses.
- 🔧 Flexible Email Campaign Scheduling, Suppression Lists, A/B Testing, and Personalization for both Individuals and Businesses.

Let us show what **awiCAN** do for you today.

[andrewswharton.com](http://andrewswharton.com) **Be Certain.**

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