

## Email Services

**Be Certain That Being First in the Inbox Matters. Let AWI Append, Link, Suppress, Verify, Deploy, and Report.**

A high-performing email campaign can be your company's most reliable asset for engaging qualified leads. From append through deployment, AWI ensures that your campaign isn't just deliverable, but truly delivered.

AWI's Email Services are built for your needs no matter how many times your needs change. Available as standalone products and bundled solutions, let AWI turn your campaigns into consistent sources of revenue.

### **Primary Email Append Database From AWI**

AWI delivers over 300MM permissioned-based, CAN-SPAM compliant, deliverable emails – over 80% uniques.

AWI's Primary Email Append DB records are active, complete, and passed through a multi-step cleansing process resulting in maximum deliverability. With AWI, you choose your implementation method.

#### **Every Single Database Record Contains:**

- ◆ Full Name
- ◆ Full Postal Address
- ◆ Email Address
- ◆ Source URL
- ◆ IP Address
- ◆ Time/Date Stamp
- ◆ Origination Date
- ◆ Last Activity Date

#### **Accessible Implementation**

- ◆ Match & Return
- ◆ Match & Deploy
- ◆ API
- ◆ Install Delivery Models

### **Historical Archive Email Database From AWI**

AWI's Historical Archive Email Database, best used in partnership with the Primary Email DB, delivers over 300MM records used to link old email addresses to current email addresses *that are actually being used*.

AWI's Primary and Historical Email DB's create the foundation for a successful linkage solution. In fact, the old data is often the most valuable as it allows you to update an out-of-date consumer record.

### **Email Suppression Database From AWI**

Unless you suppress as many undeliverable emails as possible, your house file won't produce the results you're looking to achieve. Don't waste time, effort, energy, and money on a campaign with poor deliverability. Let AWI deliver your emails and maximize your productivity.

- ◆ SPAM Traps
- ◆ Honey pots
- ◆ Known Complainers
- ◆ Minors

### **Email Verification From AWI**

AWI's Email Verification Engine validates everything. Every data field of every data record of every data set is verified *in real time and regardless of historical outcome* to identify *real* people in your email house file.

- ◆ 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 From AWI**

AWI's platform deploys and tracks your email campaigns using *AWI IP Addresses*. Deploy CAN-SPAM compliant campaigns for acquisition, loyalty, cross-sell, and reengagement. The email list is up to you.

AWI will deploy any list with verified opt-in addresses but remember, [AWI's Email List Services](#) comes complete with HTML setup, transmission, testing, and reporting.

### **AWI Email Services. Be First. Be Certain.**

Don't end up against the clock and in a tailspin managing your email campaigns in-house. Let AWI deliver your results, your emails, and help you, figuratively and literally, unwind.

**Email AWI** today. It will be the best email you sent all day.