



## *Email Solutions*

### **Boost sales, enhance relationships and reduce costs by communicating via email with your customers or donors**

Telematch, Inc. offers sophisticated email services to improve your bottom line. Find missing email addresses, validate and correct bad email addresses, and enjoy the freedom, convenience and immediacy of email communications.

#### **Email Append**

Proprietary quality-of-match decision models make our Email Append Database a top performer for clients.

Consumer email data is sourced monthly from twelve unique sources, then cleansed and run through proprietary processing to provide date stamps and confidence codes. We spent over a year building the same quality of logic and matching for its email data as it has for all of its other data sources. Multiple uses, currency and accuracy make this a high quality database that will net you solid matches and solid returns. Business-to-business email addresses are also available.

Telematch, Inc. handles the initial permission pass email deployment, and delivers only valid, marketable email addresses—hard bounces and opt-outs are removed.

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#### **OPTIONAL EMAIL SERVICES**

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##### **Email Creative**

- *Original content creative design.* We can revamp current creative, or create new content based on years of expertise developing emails that generate response.
- *Optimization & deliverability services.* In addition to creative that looks great, creative needs to be optimized to make sure it will be delivered.
- *Image hosting.* Organizations may want images hosted remotely for several reasons



including, time constraints of internal IT staff, or internal server capacity may be overloaded if a large campaign generates many clicks on email images.

#### Web & Interactive Services

- *Web design, development & hosting.*
- *Web audit and e-checkup.* A review of an organization's website and email creative and suggestions to improve marketing performance.
- *Microsites.* Frequently a new product or offering will need a 2–4 page website of its own. Telematch can create this and host the web pages.
- *Landing pages.* Landing pages for content within email campaigns can be developed and hosted.
- *Online surveys.* A tool that can quickly create and deploy online surveys.
- *Secure downloads.* Hosts valuable content, i.e. white papers/case studies and only allow download from the online audience after they provide contact information, or agree to the terms of an offer.
- *SEO/PPC.* Telematch, Inc. offers search engine optimization consulting and pay per click services to help companies monetize their websites.
- *Ecommerce solutions.* For clients looking for a better way to conduct commerce on the web. We work with many major transaction processors and platforms and can set customers up on the right platform quickly.

#### Email Data Services

- *De-duplication.*
- *Merge/purge.*
- *e-qualify.* We can cleanse a client's house file in a 2-step process for optimum deliverability.
- *Hosted opt out solutions.* Many organizations are managing email opt-outs in silos making it difficult to ensure that email opt-out lists are accurate and up-to-date. It can take time to coordinate across departments and maintain the most recent opt-out lists. We can manage a company's opt-outs to save time and ensure CAN SPAM compliance.
- *Registration services (email sign-up).*

#### About Telematch

Telematch, Inc. is a leading information services provider, offering a comprehensive range of data appending, data enhancement, data management, database management and data processing services.

Telematch, Inc.'s technical resources, database expertise, and extensive data sources, including compiled plus telco-sourced directory assistance data, allows us to provide timely delivery of the most current and accurate marketing data available to clean, verify, append and enhance your most valuable resource—*your customer data*. We are proud of our well-established reputation for providing accurate data, fast turnaround and exceptional customer service.



To learn more, contact

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