



# AcquireWeb

## The **RIGHT DATA** to Reach the **RIGHT PEOPLE** at Just the **RIGHT TIME.**

AcquireWeb Data is a leading supplier of multi-channel marketing data, data enhancement, data hygiene, and data analytics to support data-driven products and marketing programs.

We work with major web publishers, large ISPs and Credit Bureaus, plus other data enhancement companies that supply behavioral and demographic overlays for our files to ensure the accuracy of the data. It is refreshed, thoroughly screened and can be managed on a daily, weekly, monthly or quarterly basis. Proprietary matching methodologies and technologies facilitate data building and hygiene while enabling us to create targeted campaigns for clients.

With AcquireWeb Data, price and service come with an unequalled dedication to quality data. Clean data can save the response rate of your marketing programs and your bottom line. With AcquireWeb Data, quality will show in your results.

### The Right Data at the **RIGHT TIME**

**AcquireWeb created the largest database of 130 million premium opt-in email addresses with postal addresses** by leveraging thousands of websites to deliver exceptional value and the **highest quality match rates** with fee-based ISPs, which results in higher customer conversion rates and fewer customer complaints.

Highly automated closed loop methodologies clean data and match existing offline customers to email addresses, and reverse-append postal addresses and phone numbers to email address files. CASS, NCOA and ECOA included.

*We're ready with automated matching and address standardization processes that give AcquireWeb the fastest turnaround in the industry.*

### The Right Data **JUST IN TIME**

**Problem: Your launch date is set...but your list keeps aging.**

**Solution:** AcquireWeb provides regular updates to maximize your email file size with the latest names and addresses increasing your deliverability and sales potential.

Through regular daily, weekly, monthly or quarterly updates AcquireWeb adds new emails to your files, updates changes of address and reconnects you to your bounced addresses. We leverage more than 50 different opt-in databases to deliver exceptional value and the highest quality match rates with fee-based ISPs.

#### **The Result:**

- Higher customer conversion rates and fewer customer complaints
- Increased sales and reduced waste—all while saving you money
- A low cost way to keep your files clean and up to date

*You'll stay connected to 30% of email addresses changing annually, plus the 20% who move their residence—all for a low, fixed monthly cost.*

## The Right Data in REAL TIME

AcquireWeb Data can validate or append data in milliseconds with our easy to install API for query and Multiple Data Output Options. We can match on one or multiple inputs (Email, IP Address, Name and Postal, Phone Number) and validate and/or append data outputs (Yes/No, Rejection Reason, Email Address, Last Name, Phone, Credit Score; City, State, etc).

We also offer a suite of applications to aide in your data management:

- Find-a-Friend/Prospect Look-up Services
- Online Transaction Fraud and Loss Prevention
- Telemarketing Data Capture and Validation
- Lead Qualification and Validation
- Homeland Security and Law Enforcement
- Auto-Form-Fills

*Discover the opportunities plus the savings that comes with having the right data at the right time with AcquireWeb Data.*

## You Can Count on Clean Leads

We've partnered with DCASTech to offer real-time or batch data reception, delivery and reporting. Each lead is double-validated with a ping or auto-reply emails. The advantages include:

- Recovering leads you cannot contact
- Cost savings associated with:
  - Duplicate leads across multiple sources
  - Invalid leads with bad or fraudulent email or postal addresses
  - Formatting or data character errors that prevent mailing, emailing or telephoning prospects
  - Prospect input errors you cannot correct without automation
  - Calling, mailing, emailing or giving the sales force bad leads
  - Disappointing your clients or your boss

*Validation costs only 3¢ to 4¢ per record versus what you are paying for bad leads and then the additional cost of chasing them.*

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To hear more about how one or more of our services can specifically help your marketing and advertising efforts, please feel free to contact one of our team members.

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