



Email Solutions

Melissa Data offers you all the solutions you need to launch and maintain a successful email marketing campaign. Whether you need to purchase email lists, validate the email addresses you collect, or enhance existing business and consumer contact records by adding email addresses, you'll find the most cost-effective solutions, backed by outstanding customer service at Melissa Data.

Email Address Lists

Email has become an essential part of any direct marketing campaign. Not only can email marketing help companies develop and maintain customer relationships, it's also a great way to shorten your prospecting cycle and acquire new customers. Melissa Data offers a comprehensive database of over 60 million consumer emails to choose from. And, because email addresses are constantly changing, Melissa Data provides customers with a 100% Deliverability Guarantee.

Select Options:

A wide selection of demographic and lifestyle data* including: Household Income; Home Value; Contact Age Group; Geography; and more.

*Demographics and lifestyle data based on modeling at the Postal Carrier Route level.

Selections with Counts:

Segment:	Total Number:	Price per M:
Consumers	60,000,000	\$150/M or \$0.15/recor

FOR MORE INFORMATION ON LISTS:

MELISSA DATA Corp.
22382 Avenida Empresa
Rancho Santa Margarita, CA 92688
Tel: 800.635.4772, option 6
Fax: 949.589.5211

Features and Benefits

- **Over 60 million records available**
- **Expand direct marketing opportunities**
- **The least expensive venue for marketing**
- **Increase brand recognition**
- **100% deliverability guarantee**
- **National coverage with regional selects**

RESTRICTIONS: Minimum order \$25

DELIVERY GUARANTEE: Melissa Data guarantees you will receive accurate, high quality data with the most current email addresses available. All "hard" bounce backs will be replaced with new email addresses absolutely free to ensure the highest deliverability and performance of your list.

CAN-SPAM COMPLIANCE: Users of Melissa Data's email database must remain compliant with all applicable federal, state and local laws. A copy of the CAN-SPAM Act of 2003 can be found at: www.ftc.gov/spam/

Melissa Data offers Email append services for your business and consumer customer files. Check them out on the flip side!



Email Services & Solutions

Email is increasingly the preferred method for companies to communicate with their existing customers, and Melissa Data is a leader in providing services that accelerate and enhance your email marketing programs. Our email services provide you with the tools needed to improve your existing programs or start new ones.

Email Append

Boost sales and reduce marketing costs by marketing to your current customers through email.

• Consumer Email Append

Add opt-in email addresses to your consumer database. These email addresses are linked to the provided name and postal address based on detailed information from a large network of vendors.

Price per records matched _____

Records:	Price per email:
<500,000 records	\$0.20
500,000-1,000,000 records	\$0.18
>1,000,000 records	\$0.15

• Business Email Append

Add deliverable email addresses specific to your contacts and increase response rates. These opt-in email addresses are linked to the provided business name, contact name, and postal address.

Price per records matched _____

Records:	Price per email:
<25,000 records	\$0.65
25,000-50,000 records	\$0.61
50,000-200,000 records	\$0.55
>200,000 records	Call for pricing

Email Validation Tool

Your customer file most likely contains a number of email addresses that bounce back or do not receive mail because you have an invalid email address format or the incorrect name of the user, or an incorrect domain. Email Object can correct and standardize email addresses in your database or in realtime as they are entered on your Web forms. Use Email Object to:

- Correct syntax and spelling errors
- Fix improper email address format for common domains (i.e. Hotmail, AOL, Yahoo)
- Validate domain name against a database of known good & bad addresses
- Verify the domain exists through the MaileXchange (MX) Lookup
- Standardize casing of email addresses

FOR MORE INFORMATION ON EMAIL OBJECT:
Call 1-800 MELISSA (635-4772) Option 3

RESTRICTIONS: Minimum order per file: \$700

TYPICAL APPEND RATES: The email append percentage varies depending on the accuracy of the data in the list. Consumer email append rates are typically between 15-20%. Typical business email append rates are 25-65% of the contacts in the list.

TURNAROUND: Standard turnaround for Consumer Email Append is 10 business days. Standard turnaround for Business Email Append is 13-15 business days.

SPECIAL NOTES: The price per appended record is all-inclusive. There are no electronic transfer fees, setup fees or additional charges for any email append service.

Call Melissa Data to learn more about how we can enhance your database and improve your email marketing efforts to get your messages delivered to the inbox.

FOR MORE INFORMATION ON EMAIL APPENDS:
Call 1-800 MELISSA (635-4772) Option 5