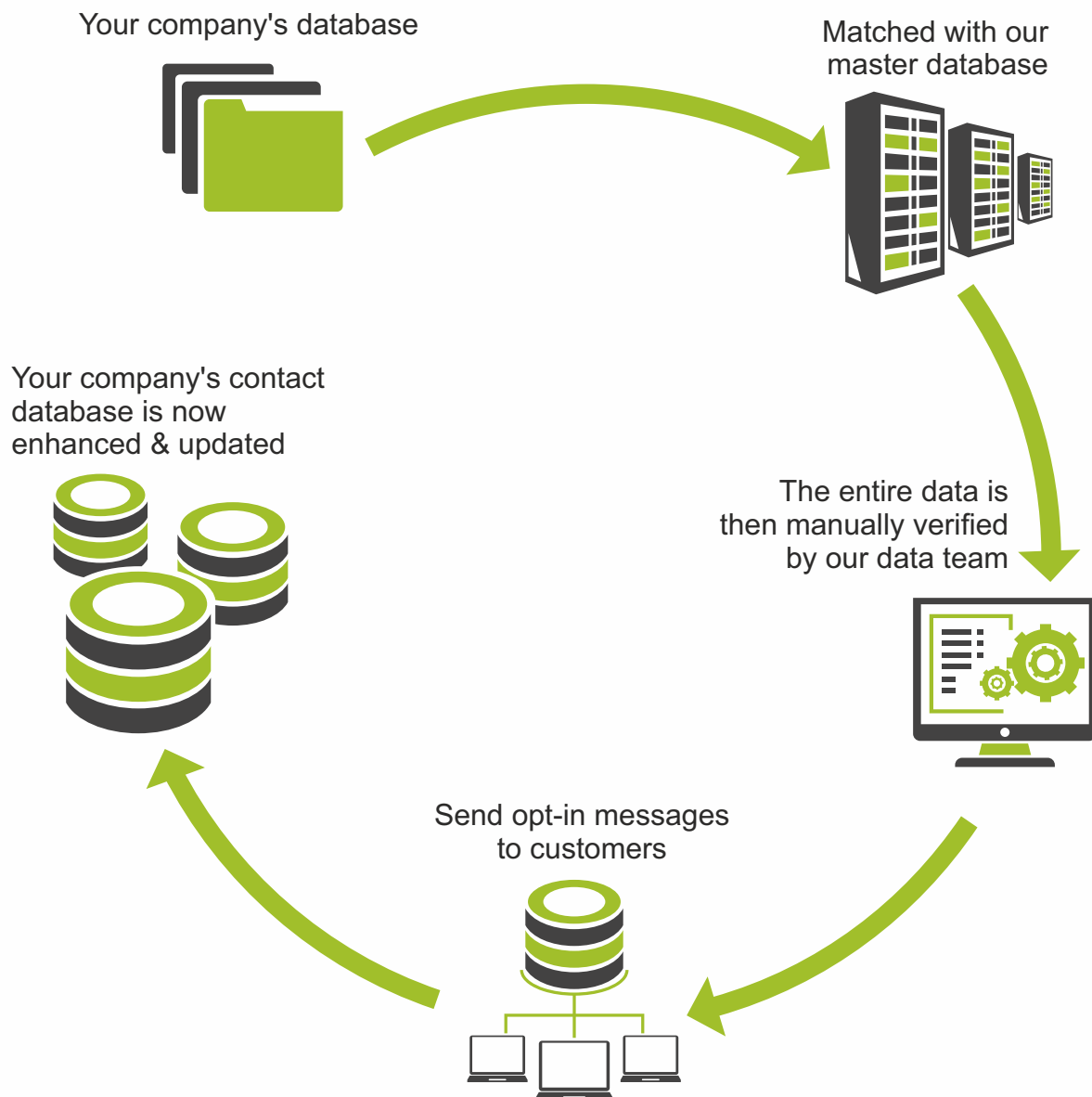




Email Appending Process — At a Glance!

Email Appending Process



Step 1: Format & Upload

- The client puts all the data in one file
- The file is converted to CSV format and is uploaded to our secure FTP server for processing
- The file is then sent to our appending team, where technicians use both, manual and automated appending processes

Step 2: Match & Improve

- The entire database is put through a complete formatting process
- We match it with our master database of 200 million records
- During the matching process, whenever a name and address matches with the client's file, the corresponding email is appended successfully to the client's file
- This process is repeated till all the records have been covered

Step 3: Send Opt-out Email

- As per the CAN-SPAM Act, a standard verification email is sent to all the newly appended email addresses
- This email asks the permission from the recipient for further communication from the client via email
- This step can be performed by the client or by us
- Here the recipients get the opportunity to opt out if they want

Step 4: Download Freshly Appended File

- Once the entire appending process is complete, the file is converted into a ready-to-download file
- We set an option to the client whether to upload the appended file in their FTP or any other media
- For security reasons, no file is sent to the client via email