

e-append **E-mail Marketing Solution**

Powered by Thomson Directories

Maximise the effectiveness of your e-mail marketing programmes by building your opt-in e-mail database

Optimise your campaigns

e-append is a new service from Experian™, designed to help you get the most from your business-to-business e-mail marketing campaigns by supplementing your client list with extra e-mail addresses.

The power to succeed

Using our market-leading National Business Database (NBD), the only source of business information with data from both Yellow Pages and Thomson, we match your client list against 500,000 records which have opted in email addresses and have been 100 percent verified by Thomson Directories.

You can then send an e-marketing message to your contacts, powered by Thomson, asking them to register their preference with you as to whether they wish to opt-in and receive emails directly. Avoiding the need for time consuming and expensive telemarketing and data collection calls.

In this way, the unique e-append service can give you a better opportunity to succeed by expanding your potential universe of email contacts as you build a richer opt-in email database.

Build your base

e-append is the smartest way to enrich your opt-in email database: with data from organisations that have already registered an interest in your business. Lay the foundations for higher open rates and lower unsubscribe rates in the future when you leverage data cross-referenced with the NBD.

e-append, CheetahMail and Experian for campaign integration

CheetahMail is a best-in-breed broadcast tool from Experian that enables you to upload e-mail contact lists to create, manage and execute e-mail campaigns. For maximum flexibility, CheetahMail is available on a self-service, collaborative or fully managed basis, and can be easily employed with or without e-append.

Taken together, Experian e-append and CheetahMail solutions provide a real opportunity for integrated marketing campaigns with multiple touchpoints enabling you to maximise business opportunities quickly, easily and cost-effectively.

Complementary services

Choose the best combination for your individual needs from the CheetahMail portfolio including e-append and the Start and Art Service Solutions with services from Experian including offline Data Hygiene, Data Analytics, Data Enrichment and segmentation services, such as profiling and propensity modelling.

Product sheets are available on request.

For more information about how we can help you grow your business, or to discuss your individual business needs, please visit us at www.experian.co.uk/business or phone 0115 992 2648. Alternatively e-mail us at nbd@uk.experian.com



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