AlumniFinder
BY ACCUDATA

EMAIL APPEND
WITH WELCOME MESSAGE DEPLOYMENT

Expand marketing touchpoints as you solidify supporter relationships with this cost-effective communication channel

Build loyalty among your existing supporters

Promote fundraising or enrollment initiatives

Leverage our data expertise and top-notch creative team

Follow email marketing best practices, industry guidelines, and regulations

Identify the email addresses of your supporters while confirming their desire to receive email communications with an opt-out permission email. AlumniFinder's Email Append with Welcome Message Deployment harnesses best practices in email marketing and provides you with a cost-effective means to build awareness and loyalty among your valued alumni and donors.

THE EMAIL APPEND PROCESS

Significantly increase your match rates with AlumniFinder's email append process. We apply 100% opt-in email addresses to your alumni or supporter file when an individual-level match can be made. With our email append solution, you will see average match rates of 25-35%.

AlumniFinder's email data is updated monthly and contains opt-in, verified email addresses that have been sourced through hundreds of contributing online sources. A sample of those contributing sites includes:

- Popularliving.com
- Studentsreview.com
- Asseenontv.com

- Priceline.com
- Careerbuilder.com
- Apartments.com

- Kayak.com
- Classmates.com
- Expedia.com

- Netflix.com
- eBay.com
- Match.com

THE WELCOME MESSAGE

Begin email communications with the deployment of a Welcome Message. The custom Welcome Message serves as an introduction to your organization's email communications. Readers can choose to opt out should they prefer not to receive additional email messages. The final appended file will be available within 7-10 business days of the Welcome Message deployment.

EMAIL APPEND ENHANCEMENTS

Email Deployment:
Trust AlumniFinder to deliver your message into the hands of your supporters. Deployments are executed quickly and detailed reporting provides intelligence for future testing and optimization.

Email Prospecting:
Reach a new audience that has been exclusively targeted for your message using detailed demographic, psychographic, and/or lifestyle attributes. The effectiveness of delivery will be measured via detailed tracking reports.

Achieve higher match rates with AlumniFinder - up to 35%.

Engage supporters that have expressed a desire to receive your communications.

Use AlumniFinder's managed sends to deploy campaigns quickly and economically.

ADDITIONAL EMAIL MARKETING SERVICES

Email Validation with AccuValid

Ensure the best opportunity for inbox deliverability by maintaining a clean email file. AccuValid determines which addresses are best to email based on a list of validation and deliverability checks.

Reverse Email Appends

Optimize your email marketing file for multi-channel campaigns with the addition of contact names and postal addresses; demographic, firmographic, and lifestyle data can be added for an additional fee.

Email Program Management

Utilize AlumniFinder's expert email marketing team to deliver your message into the hands of your supporters. Our team can manage every aspect of your email program, including copywriting, design, contact management, deployment, and reporting.

HTML Optimization

Confirm that your email creative is formatted and coded for optimal deliverability and rendering. We convert your content to HTML, apply industry best practices for size and text-to-image ratio, and more.