Email Data Group
Your Green Marketing Partner

Data Appending Process

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The process of appending data to optimise business results is not new. For decades the process of appending has helped thousands of companies enhance their databases by providing the missing links that boosts customer response, reach and receptiveness.

At Email Data Group, the data appending process is done in just 4 simple yet highly-effective steps:

Step 1 - Format & Upload

The first step is for the client to choose the data to be appended. The collated data is then put in the CSV format for the appending process. It is then uploaded via our secure FTP server from where our appending experts will take charge of the process.

Step 2 – Match & Enhance

Once the client's data is completely formatted and uploaded, it is matched alongside our master database of 32 Million business records. As per the client's requirement each missing data is matched and then appended to the client's database.

Step 3 – Verification & Validation

Once the appending process is complete, our data experts manually check for any discrepancies. The updated database is then verified and validated using both manual and automated processes.

Step 4 – Download Appended File

Upon completion of the appending process, the updated file is converted to its original format and uploaded on the secure server from where it is ready for the client to download. For security reasons, no files are sent through emails. All files are uploaded via secure FTP servers.