



Email Appending Process

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Email appending is a pre-requisite for creating email marketing success; it creates multichannel touch points to reach out to customers. It enables you build and grow deeper customer relationships and creates space for personalised communication platforms. Email appending is the process through which we append fresh and updated email addresses missing from a database.

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

The Process

Step 1:

The client uploads the raw database that needs to be appended using our secure FTP servers. No files are shared via emails for security reasons. Once uploaded, the data is picked for the appending process by our data team.

Step 2:

Once the database is downloaded, it is formatted and matched with our master database and updated emails are added. During the matching process whenever there is a match found with the name/business name and address from the client's database, the corresponding email is added from our master database.

Step 3:

After the missing emails are added to the client database, the appended emails are verified for delivery. The appended list is manually verified by our team of data experts. Once confirmed, a standard message is shared with all the newly appended emails to provide the recipients with

opt-out options.

Step 4:

Ideally after 5-7 business days, all the undelivered and opted-out emails addresses are removed from the list and the final file is shared with the client through our secure FTP.

