

## Real-time Reverse Email Append

Phone Verification and Reverse Phone Appending is becoming a very popular way to verify who is calling you or whether or not the phone numbers you have on file are still correct. But what if you don't have a phone number but instead have **just an email address**? Just an email address doesn't tell you where the person is geographically. If you use geography to divide up customers and prospects an email address doesn't provide you the information you need to assign a prospect to a specific territory. The good news is: **you're only a short step away!**

IDICIA's new Real-time Reverse Email Append process searches through 500 million email address contact records in close to just one second and, when found, returns to you the name, postal address and, if you want it, the phone number associated to the email address you have on file. As always, IDICIA can integrate these kinds of real-time solutions into combinations of processes in order to give you exactly the information you need.

### **Need more than just name, address and phone?**

Not a problem. IDICIA can also provide you demographic attributes associated to an email address including income level, education levels, family and household information like homeownership and the presence of children, length of residency and ethnicity.

### **Example Application:**

If you receive and process orders online, consider checking each individual part of the contact information submitted to ensure it's clean, valid and doesn't conflict with other parts. For example, if your online order contains a name, address, phone and email address you can now send check piece of information individually to see if it points back to the same individual or household. Using Real-time Reverse Email Append you can raise a red flag when all the pieces don't add up.

### **Not ready to send transactions in real-time?**

Again: Not a problem. We provide this service in "batch" as well. All you need to do is send us a file or spreadsheet of your email addresses and we'll take care of everything else. We'll find all the contact information we can, add it to the same spreadsheet or file and return it to you in just a matter of hours.

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