



# eAppend Service

## Dominion DealActivator's eAppend Service improves the customer email address information in your database.

Dealerships typically have inaccurate or inconsistent email information for their customers and prospects. This limits the effectiveness of any email marketing campaign. On average you lose 30% of your customer emails annually, reports Oracle. In order to get more from each send, dealers can update their email data by using the DealActivator eAppend Service which helps to enhance your numbers and combat lost emails. According to a recent census by Adestra, you can see an average increase of 30% in your ROI when you use email appending.

At Dominion, we leverage our data partnerships to utilize a variety of industry leading eAppend processes to deliver the highest and most accurate match rates possible. Our email data set contains more than 750 million records. All email addresses in our database are unique, permission-based, and CAN-SPAM compliant. The matches we provide are based on name and address at the individual (full name and address) or household match level (last name and address). Each month, we will update your records to guarantee that you have the best and most accurate email addresses for your prospects and customers.

## Benefits

- Improves email marketing
- Widens campaign audience and increases email marketing ROI
- Improves customer service and retention
- Reduces direct mail costs
- Engages less active customers

## Features

- Append fresh email addresses to contacts in your database
- Append rates as high as 40% with an average at 24%
- Get real-time reporting on the progress of eAppends

