

Experian product

Email Append

Today's market requires us to act faster than ever—make sure you are **reaching consumers with the best email address**

Having the best contact data on file reinforces your customer profiles so you can better understand who they are and improve digital outreach strategies, outpacing the competition. A key data point that can get you here: Email.

Your business must have the best email on file to send to the most-used inbox and, in turn, get critical communications in front of the intended recipient, improving the customer experience and your sender reputation.

That's where Experian comes in



Email Append

We use the customer's name and postal address to quickly find their best email address.



Reverse Email Append

We can reverse the above process by taking the email address to find the matching name and postal address.



Top features

All results are pre-permissioned and CAN-SPAM compliant

Our email database meets regulatory requirements and is complete with over 1.9B emails, including 275M U.S. adults, compiled over two decades.

Regular database updates and validation

Our database is updated monthly with 10-40M records and, as soon as emails enter the database they are validated, and validated again before they are returned.

Only pay for matched results

Our deliverability check means that you only pay for the matched results.

Flexible deployment options

Email Append and Reverse Email Append are offered in batch cleanse or real-time API to suit any technical environment.

How it works

Real-time API

Our real-time API will **automatically return a valid email address, or name and address** (in reverse). The API can be integrated into:

- Online applications
- CRM systems
- Back-end systems

This is an easy-to-integrate API with comprehensive technical documentation and consultant support available.

Batch cleanse

Send a contact list to Experian, and our Email Append service will append the verified emails then return. Or, in reverse, provide Experian with a list of emails and we will append the verified names and postal addresses then return.

This service is suited for initiatives that are one-time or reoccurring.

Our annual research proves the need for trusted data today

- 1 91% of business leaders say implementing **data quality has improved business agility**
- 2 83% of business leaders expect **digital transformation to improve through data quality**
- 3 72% of business leaders say **email is the top channel** they rely on to reach customers