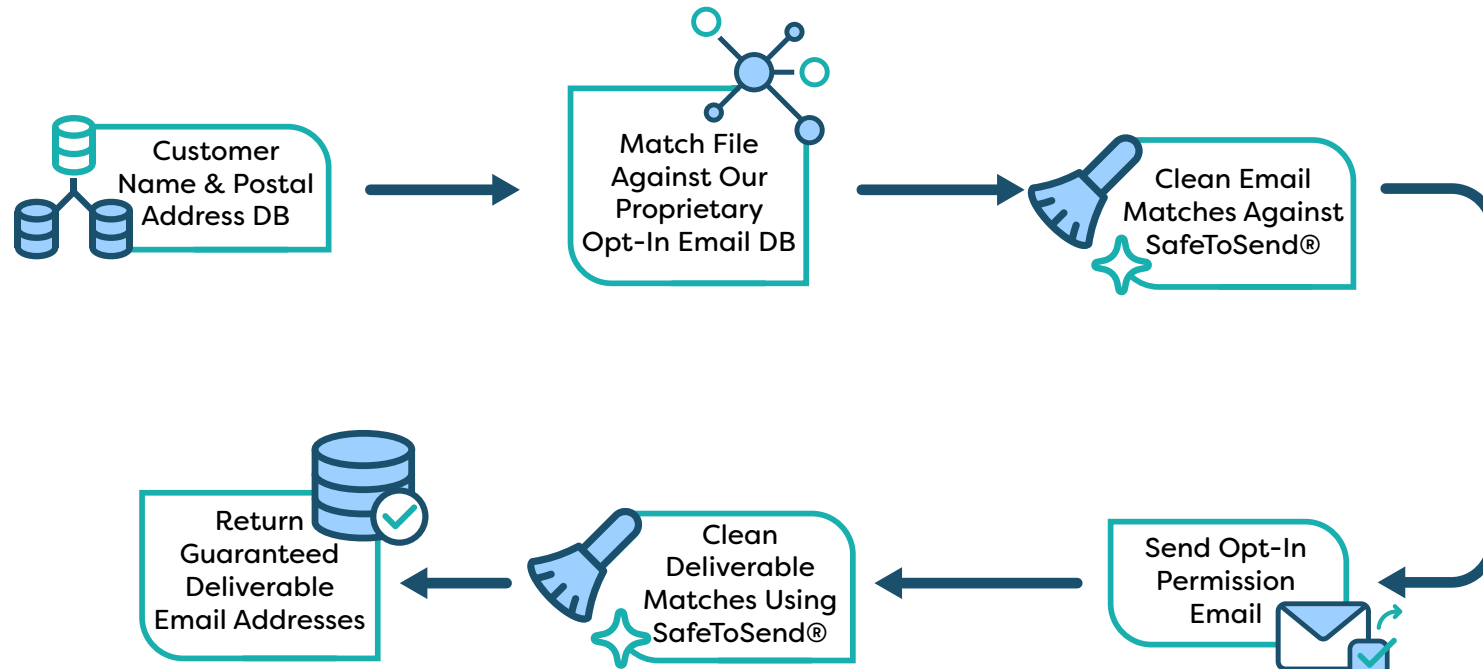


Consumer Email Append Process

Infographic



HOW IT WORKS

Send your customer names and postal file to FreshAddress. After we receive your data, our process is as follows:

1. **MATCH** – Match your file against our proprietary, opted-in email database of >2 billion records and the licensed data of our carefully vetted partners. Each record includes a time & date stamp and source information that authenticates when and how each address was acquired.
2. **CLEAN** – Clean the matches with SafeToSend® and run all required suppressions, including unsubscribes, FCC Wireless Domains, and the DMA’s “Do Not Email” list to ensure your list is free of damaging, but deliverable, addresses.
3. **OPT-IN MESSAGE** – Send your branded opt-in permission message to your customers to confirm deliverability and identify your most engaged customers. Sent directly by you or branded to send on your behalf by FreshAddress.
4. **CLEAN** – Clean all deliverable matches to ensure your file is SafeToSend based on our most current knowledgebase.
5. **DELIVER** – Provide a file with opt ins, opt outs, and non-responders.

We return an updated file with 100% guaranteed deliverable email addresses for 25+/-% of your list.