

## Digital Marketing and Validation Solutions

Online marketers spend thousands of dollars and resources investing in website development, secure online shopping portals, search engine optimization, online advertising, and inbound lead generation. Each new visitor to your website or inbound email is a potential customer who has already shown interest in your product or service. Convert more of these consumers into customers through Infutor's suite of Digital Marketing and Validation Solutions.

### DIGITAL MARKETING AND VALIDATION BENEFITS:

- Quickly and efficiently increase consumer touch points, accurately reaching more consumers through digital communication
- Capture, recognize, and communicate with anonymous consumers and provide more relevant offers at the optimal time
- Reduce marketing costs through accurate email validation and deployment

### IP CONSUMER RECOGNITION AND PERSONALIZED RETARGETING

Increase your digital conversion rates by identifying consumers, in real-time, based on IP address. Capture and append multi-channel contact, behavioral and lifestyle information to IP addresses of online visitors. Use this information to immediately personalize the consumer's online experience, create personalized retargeting campaigns, or identify and append alternative contact information to their record, including name, postal address, phone numbers, and email addresses.

### MD5 AND SHA1 EMAIL IDENTIFICATION

Anonymize your email data transfer or decode your current MD5 and SHA1 email hash tables into usable information.

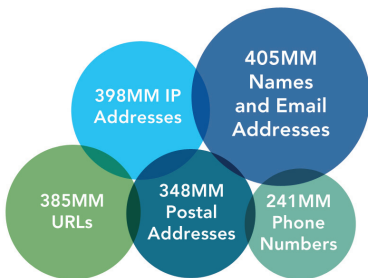
Through a proprietary process that accesses our compiled file of over 400MM email addresses, Infutor is able to accept complete MD5 hash and SHA1 formatted email addresses, decode and append complete consumer information including email address, name, postal address, and demographic information.

Additionally, Infutor is able to identify both MD5 and SHA1 hashed email addresses in real-time, and instantly return a complete consumer profile, allowing you to immediately serve targeted messages to the consumers on your site.



## + EMAIL MARKETING DATABASE

Built monthly and CAN-SPAM compliant, Infutor's **Email Marketing Database** is comprised of 400 million email addresses from individuals who have opted-in to various online offers. The Email file is validated against Infutor's historical, **Consumer Referential Database (CRD)** to verify name and address information. Potential spam traps, hard bounces, complainers, and other suppression codes are added to ensure validity and maximize deliverability.



The source file that feeds Infutor's Email Database contains over five billion. These records contain valuable IP address information, utilized in our unique applications, such as IP tracking and customer recognition initiatives that drive CRM integration and/or online personalization efforts.

Key data elements include:

- E-mail address
- IP address and opt-in URL
- Validation date
- Age
- Gender
- Household demographic data
- Estimated income
- Marital status
- Interest based on website opt-in
- Risk score
- Geographic demographics

This file is available for a wide array of digital marketing applications, as well as for licensed file installation.

## EMAIL VALIDATION

Improve email performance, enhance deliverability, and reduce the likelihood of being blacklisted through comprehensive email validation services.

Infutor's email validation services provide:

- **Email Correction:** Misspellings and typos are caught and corrected with our inference engine
- **Syntax Checker:** Invalid email formats are identified and corrected where possible
- **Spam Suppression:** Keeps known spam traps, honeypot addresses and complainers off of your list
- **Mailbox Check:** Indicates if a message to a mailbox delivers hard bounces or soft bounces
- **Status Messages:** Provides 20 result codes to categorize email validation results
- **Global Domain List:** Confirms up-to-date, accurate status of all email domains

Complete permission pass and deployment options are also available.

## DIGITAL IDENTITY VALIDATION

As part of your lead validation and fraud prevention initiatives, you can quickly verify online information to determine eligibility for an offer, validity of a transaction or identification of multi-channel contact information.

Choose to validate data in an online contact form or at point-of-sale to further protect your business interests. Verify name, address, telephone number, email address or a combination of input data for optimal online fraud prevention.

## E-APPEND

Target your customers and prospects at their most current email address. Through an automated batch process or real-time API, Infutor will match your database of names and addresses to our comprehensive email database. Our proprietary matching algorithms provide maximum flexibility in determining individual and household match levels, improving your new customer acquisition and current customer retention rates.

Infutor's E-Append solution includes complete permission pass and deployment services, as well as providing comprehensive reporting upon campaign completion.

## REVERSE E-APPEND

Provide your internal file of email addresses and Infutor will append the most current name, postal address, and telephone information. Available through an automated batch process or through our real-time API, Infutor is also able to provide additional demographic information to further identify and segment your customers and prospects.

Whether you are looking to target consumers through direct mail and telemarketing channels, or use consumer data for online purchase validation and call center verification, complete name, postal address, and telephone information is a vital part of digital consumer identification.

## CUSTOMER AND PROSPECT EMAIL DEPLOYMENT

Provided as part of our suite of digital solutions, Infutor offers comprehensive email deployment services. These services include permission pass, campaign deployment, and complete reporting.

Unlike many email deployment solution providers, Infutor's primary goal is to maximize deliverability while taking caution to protect sender reputation.

Prior to campaign deployment, Infutor will work with you on both subject line and email content to reduce the probability of your email being flagged as SPAM. Once creative is complete, Infutor deploys emails through a managed, steady stream. This steady stream helps to protect sender score (an important factor in sender reputation) and further improve overall email deliverability.

During the course of deployment, Infutor receives continuous feedback loops from Internet Service Providers (ISPs). These feedback loops provide ongoing information on recipients who have chosen to SPAM your email (complain). These loops allow you to remove email addresses who have complained, identify specific groups of email addresses that are problematic (particularly if you obtain email addresses from 3rd party providers), and gain an overall picture of any security problems.

Infutor's email deployment services provide a significant improvement in email deliverability over competing service providers, giving you the advantage of being seen by the right consumer at the right time.

## DATA ACCESSIBILITY

Infutor's Digital Marketing and Verification Solutions provide several automated options for accessing data. Options include:

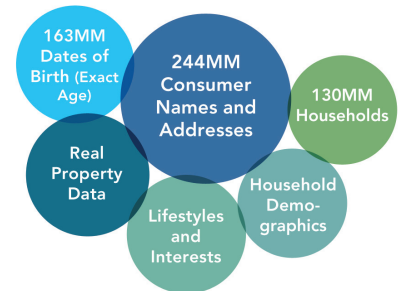
**PowerFlex:** a dynamic, automated application that quickly runs a variety of append and hygiene processes. This system is fully customizable, from file input to order output, giving you complete flexibility and improved efficiency.

**FlashFind:** an online, real-time API, allowing you to instantly validate a contact or find an individual, including up-to-the-minute telephone and address history. The data is delivered directly to your team's computer screen, within milliseconds.

**QueryFlex:** a powerful online count and order application, that gives you access to Infutor's compiled data within seconds. QueryFlex allows you to fully customize each component including geography, file suppressions, de-duplication, and output fields.

## + CONSUMER DEMOGRAPHIC DATABASE

The data in Infutor's **Consumer Demographic Database** contains information on 244 million consumers in 130 million households, with key elements for advanced online targeting, modeling, and segmentation.



This file identifies comprehensive lifestyle data as well as exact age information, telephone numbers, real property and home ownership information, known automotive owners, and more.

Additional key data elements include:

- Name and address
- Gender, income, marital status, and number of members in household
- Dwelling type, home market value, age of home, length of residence, and presence of pool or fireplace
- Credit card users, estimated wealth score, and Purchasing Power Score
- Membership club and shopper flags
- Parenting and children's interest, pet owners, book buyers/readers, and high-tech consumers
- Women's and men's apparel purchasers
- Art enthusiasts and investors
- Home and garden, home improvement, cooking and wine, traveling, and gaming and gambling
- Physical fitness and self-improvement
- Sports interest, avid boaters, and avid motorcyclists

Combined with our digital marketing solutions, key demographic and lifestyle elements can optimize consumer targeting and improve campaign response.



INFUTOR DATA SOLUTIONS is a privately-held corporation whose primary focuses are:

Creating and maintaining the **most accurate and complete data assets available**. Compiled from public and proprietary information, Infutor's data assets are highly regarded in the marketing industry and are used by large information companies, financial institutions, non-profit agencies, retailers, and automotive marketers.

Infutor has developed applications and platforms that make it fast and effective for customers to access Infutor's elite data assets. **Our count and order, data processing/hygiene, and real-time validation applications have redefined many of the pre-conceptions about online data.** These systems provide significant flexibility and customization capabilities in a user-friendly format.

OUR SENIOR LEADERSHIP TEAM includes key executives from such companies as TransUnion, Acxiom, and Experian. Together they bring a wealth of experience in data sourcing, linkage, and applications.

INFUTOR was recently named as one of the **Inc. 500 / 5000 Fastest Growing Private Companies in the US**, and is a proud member of:



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