Industry Leading Data Email Compilation and Sourcing

Reach your ideal audience across channels

Claritas is the Nation's leading owner and compiler of third party permission opt-in email address data. All Claritas email programs meet or exceed the "Controlling the Assault of Non Solicited Pornography and Marketing Act of 2003, S-877" aka "CAN-SPAM Act of 2003." As such, each consumer email address in our database has opted in to receive third party offers with each opt-in fully traceable to the date and place of the action as required by the law.
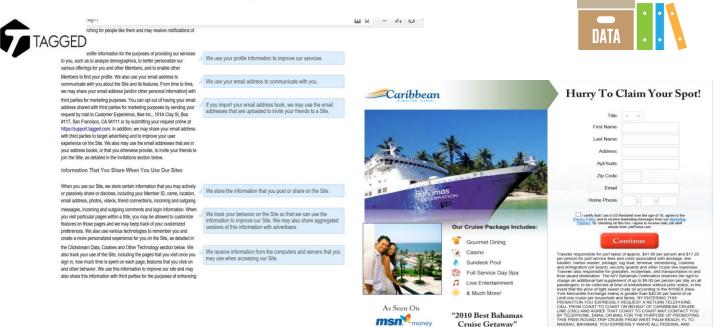
Sourcing & Validation

Our partners who contribute data to us must pass a rigorous vetting process to enable their data to be included in our database.

Data Sources Include

Automotive Sites, Social Sites, Catalog, Retail, Consumer Value Clubs, Entertainment Ticketing, Electronics and Hi-Tech, Financial, Hospitality, Job Seekers, Publishing, Technology, Telecommunications. ISPs, eCommerce, Co-Registration, Consumer Value Clubs, Health and Medical and others.

Claritas works with over 20,000 partnering websites where our collection of opt-in information is generated. These partners span across multiple business and consumer categories ensuring our solutions have the ability to deliver optimal scalable and targeted reach marketers need. Examples of the types of partners include:

For more smarter omni channel campaigns, please contact us at **800-234-5973 or visit www.claritas.com**

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Data Validation and Hygiene

- Validate the email prefix conforms to syntax standards of the given domain
- Validate the domain is current and accurate
- Validate the email is linked to the correct name and postal
- Search Known-Deliverable email database to assign probability score for deliverability
- Apply profanity filtering
- CASS certification
- All 3rd Party sources maintain clear and explicit permission to receive messages from Marketing Partners
- All of the data in the AWI DB is self-reported and 100% opt-in and 100% CAN-SPAM compliant.
- All emails are fully traceable to date and place of opt-in
- Rigorous data hygiene processing between 100 million and 300 million records monthly to add new data, identify change of address and change of email, plus delete opt-outs.

Millions of records are processed monthly to update our files. We cross-check names and allow only emails with valid postal addresses — not P.O. boxes or unmailable addresses. We both flag an unsubscribe email as well as remove consumers at the individual level within our database to ensure ongoing removal.

Highest Quality

The Claritas source data file of over 750 million records produces multiple databases of extremely high quality each address carrying an opt-in to third party permission. All records are traceable to date and place of acceptance by the addressee.

Active Email Database
B2C database consisting of individuals each with up to three email addresses each. It is complete with full name, self-reported phone, postal address, IP address and Device ID. All records have been verified within the past 14 months.
B2B database consisting of individuals at their business addresses. Each record is complete with full name, phone, company name, postal address, industry category, revenue range, departmental select, IP address and Device ID (AWID).

Known Bounce Database
Each email address in this 101 MM record database incorporates an inactive email address or ones that have been reassigned to another user. It is complete with full name, self-reported phone, postal address, IP address and Device ID.

End-dated Email Database
These 450 MM email address records are either dated or contain incomplete phone, postal or IP address information. Used in a variety of ways, this data can have a significant impact on addressable links, verification and validation scoring.

Claritas: Transforming the Way Companies Engage their Best Customers
Founded in 1971, Claritas has assembled one of the industry's most robust identity graphs encompassing a proprietary data set of 95 million U.S. households and reaching more than 400 million devices. The Claritas Identity Graph is just one of Claritas' leading-edge data and technology tools that allow our clients to **identify** their best customers, **deliver** campaigns to those customers when and where they want to be engaged and **optimize** those engagements through marketing performance measurement. With powerful data, trusted partnerships, and an expert analytics team, Claritas provides the why behind the buy that is the key to selling smarter and maximizing marketing ROI.

For more information about smarter campaign execution, please contact us at **800-234-5973**

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