



AtData Press Kit

2022

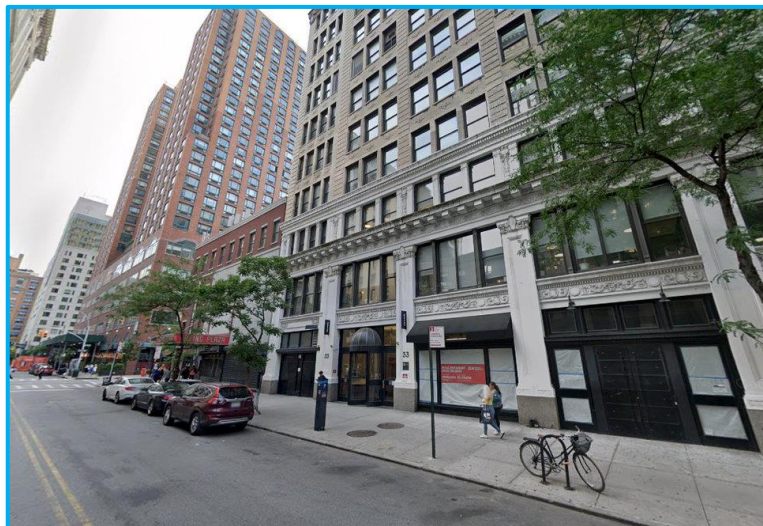


Mission

Helping Marketers Maximize the Potential of Their First Party Data

AtData is a data-driven technology company whose fast, easy and secure email tools help global marketers verify, enrich and connect customer emails instantly. Our goals are to help our customers take control of their first party email data collection, accelerate their marketing performance, minimize the cost of fraud and drive their data-oriented business strategies.

Our Offices



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Main Contact Email & Phone - sales@atdata.com or by phone at 1-332-245-4415

Management Team



Tom Burke – Chief Executive Officer: Tom has 25+ years of experience creating data-based solutions, thriving on finding new and better ways to clean and enhance email addresses. Prior to founding TowerData, one of the precursors to AtData, Tom was responsible for email hygiene products at Return Path. Tom started his career at Oracle, designing and implementing database applications for enterprise clients. Tom received a BA in Psychology from UC Berkeley and MBA from Stanford University.



Phil Davis – Chief Business Officer: Phil is an industry veteran, previously holding high-ranking positions at a number of well-known players, including CEO of Rapleaf (acquired by TowerData in 2013), President of ConsumerBase and SVP/HD of the online division of Equifax. Phil received a BS in Human and Organizational Development from Vanderbilt University.



Paul Curley – Chief Financial Officer: Paul is an experienced financial leader with extensive experience in the SaaS and software industry. Prior to his role as CFO, Paul was the VP of Finance at FreshAddress as well as the Controller at CrunchTime! Information Systems (a Battery Ventures portfolio company). He also has a CPA and background in public accounting. Paul received his BS in Accounting from Providence College and has a Masters of Finance from Bentley University.



Brian Cardona – President: Brian has been a direct marketer since the beginning of his career more than 20 years ago. Joining TowerData in 2005, Brian now helps AtData customers apply technology to maximize revenue, minimize costs and improve the depth and accuracy of their databases. Prior to AtData, Brian worked at Ziff Davis Publishing where he managed one of the first large opt-in email lists.



Aaron Coutts – Vice President of Operations: Aaron began programming computers out of high school and has been working in technology ever since. He started his email career at Return Path and has been with TowerData since the beginning, currently managing AtData's systems, designing and maintaining system security and delivering top quality results to clients in a timely manner. He has a BA in Physics from Carleton College.



Diarmuid Thoma – Vice President of Fraud & Data Strategy: For over 20 years, Diarmuid has specialized in developing fraud prevention strategies for some of the world's largest companies including Facebook, Symantec, Hewlett Packard and TransUnion. Thoma's in-depth knowledge of the global fraud prevention market and its context within regional compliance like GDPR and CCPA powers the advancement and scaling of AtData's products globally.

Sales Leadership



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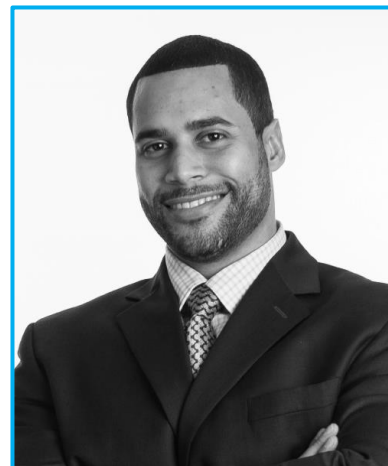
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Director of Enterprise Sales

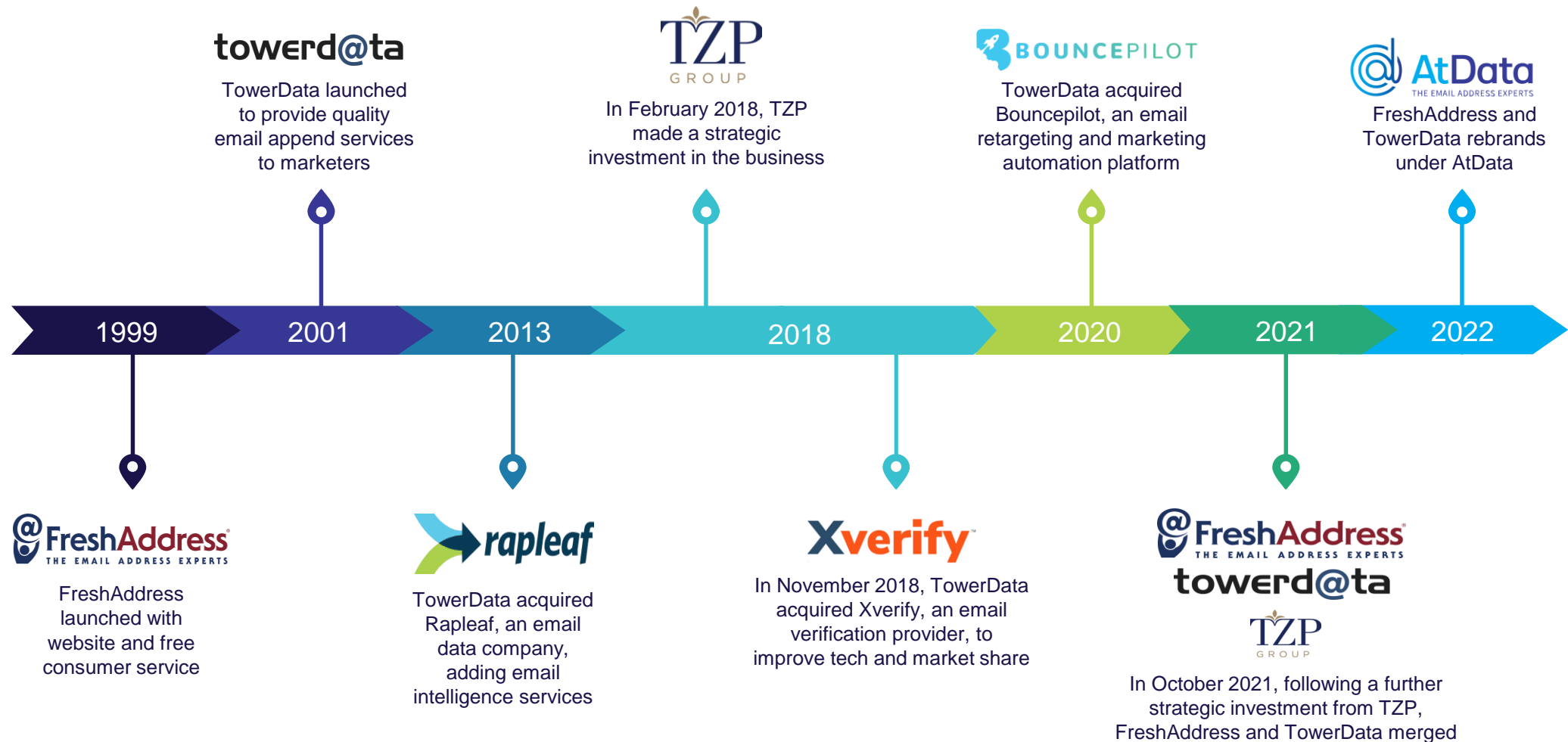
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Timeline & Acquisitions



The AtData Advantage

Solutions for the Entire Data Lifecycle

Verify

Capture more leads by catching and correcting data entry errors; stop fraudsters and bad data; improve inbox delivery

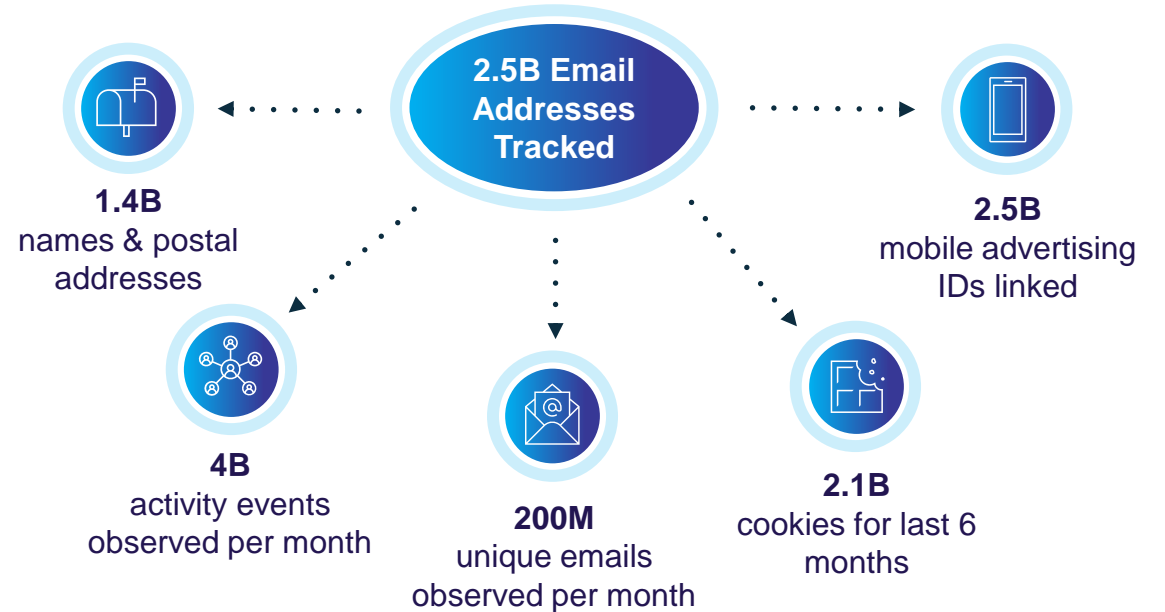
Identify

Fill in customer profiles to improve personalization. Enable multi-channel marketing with alternate contact points

Engage

Identify active addresses for better targeting, recognize anonymous visitors to increase conversions and trigger messages for higher response

Email Address Intelligence That Can't Be Matched



Best-In-Class Security and Privacy Measures



Tech That is Flexible, Easy-To-Use, Fast & Accurate

AtData's solutions can be delivered via:

- Intuitive and full-feature self-service website
- One-to-one and batch APIs that can be configured for dozens of data points
- Automated SFTP processing
- Real-time data push
- Direct ESP integrations

Company Overview

- AtData technology-driven Email Address Intelligence services optimize companies' first party email data, accelerating their revenue growth and minimizing fraud costs
- We're the Email Address Experts™ – Formed through the combination of FreshAddress and TowerData in October 2021, both companies have over 20+ years of experience in the email space, and re-branded as AtData in May 2022
- 94% of companies surveyed by Gartner use an email marketing platform, and AtData's solutions maximize their success by ensuring they have clean, accurate and comprehensive email data to fuel their marketing efforts
- AtData leads its market segments by offering a holistic set of email services backed by superior quality, technology, security and match rates. No other provider can match AtData's Email Address Intelligence database due to its longevity in the industry and the breadth of its sources
- The data company for data companies, AtData is an integral provider to all the top data and fraud companies in addition to having a roster of blue-chip clients in retail, telecom, travel and marketing services



AtData Services Overview

Service Description



Email Verification

Catches and corrects invalid emails and preserves marketing spend



Identity Matching

Complete profile of customers across channels, using email as the central identifier



Fraud Prevention

Prevents fraud and mitigates risk using Email Address Intelligence



Engagement

Personalizes offers, segments + wins back customers and increases response rates

Use Cases

Large National Newspaper:

Captures more customers / increases inbox delivery by verifying email addresses at the point of entry, improving response rate

Major Credit Monitoring

Company: Matches emails to postal credit file for banking offers for clients

Cloud Platform: Licenses email to postal data to improve identity resolution

Major Credit Card Company: Uses email meta data to improve fraud algorithms

Discount Travel Site:

Identifies anonymous prospects and converts them to customers

Production Company:

Receives real-time open signals to trigger offers

Our Global Clients



SONY

Staples

snap!
finance



Life Alert®
I've fallen and I can't get up! HELP

The Nature Conservancy

Puffy



Wildlife Conservation Society

L2
BETTER DATA
BETTER DECISIONS



mazda

SKIMS

Caring.com

The New York Times

tu TransUnion

HONDA

democrats.com



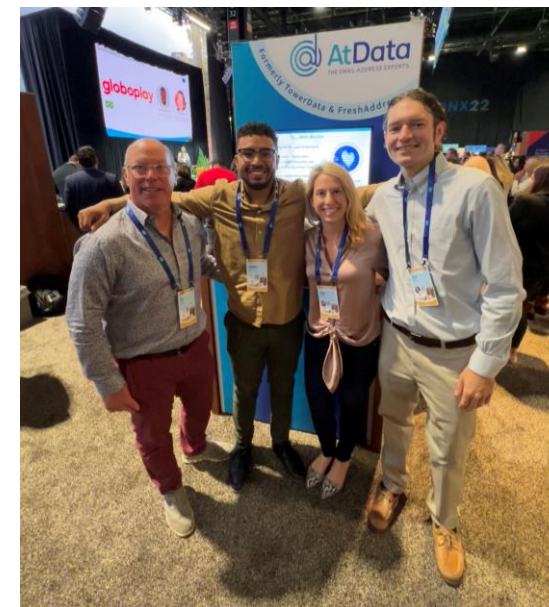
LAMPS PLUS

PRINCESS

Integrations



Team Photos



Spring Cleaning Infographic

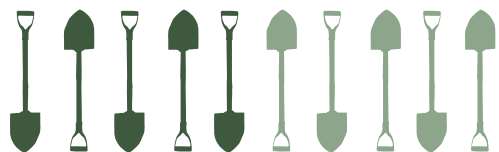


Why you should give your email list a good *spring cleaning*!



the bad news

More than 20% of email registrations contain typos, syntax, domain, and other errors.



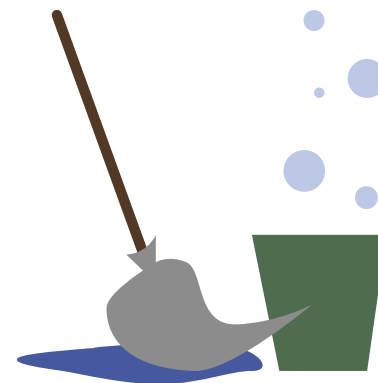
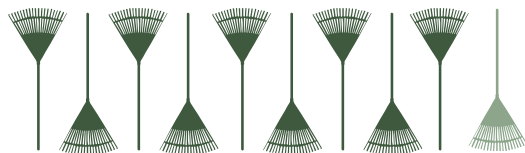
50% or more of a typical B2C file can be inactive.

78% of organizations have had email deliverability challenges in the last 12 months.



30% of people on your email list change their email addresses annually or become inactive

More than 90% of deliverability issues stem from problems with the underlying email list.



We all use the catchphrase “spring cleaning,” but it’s actually appropriate anytime necessity dictates that businesses get around to the housekeeping tasks they’ve intended to do for months.

When cleaning time comes around, email databases are great candidates for decluttering, scrubbing, vacuuming, and then polishing to a fine sheen.

the good news

AtData has the answer! Our research shows that marketers can experience a 65% improvement in ROI on their email marketing efforts JUST by focusing on email address quality.

These are some of the benefits to email list hygiene:



Increased Return
On Investment



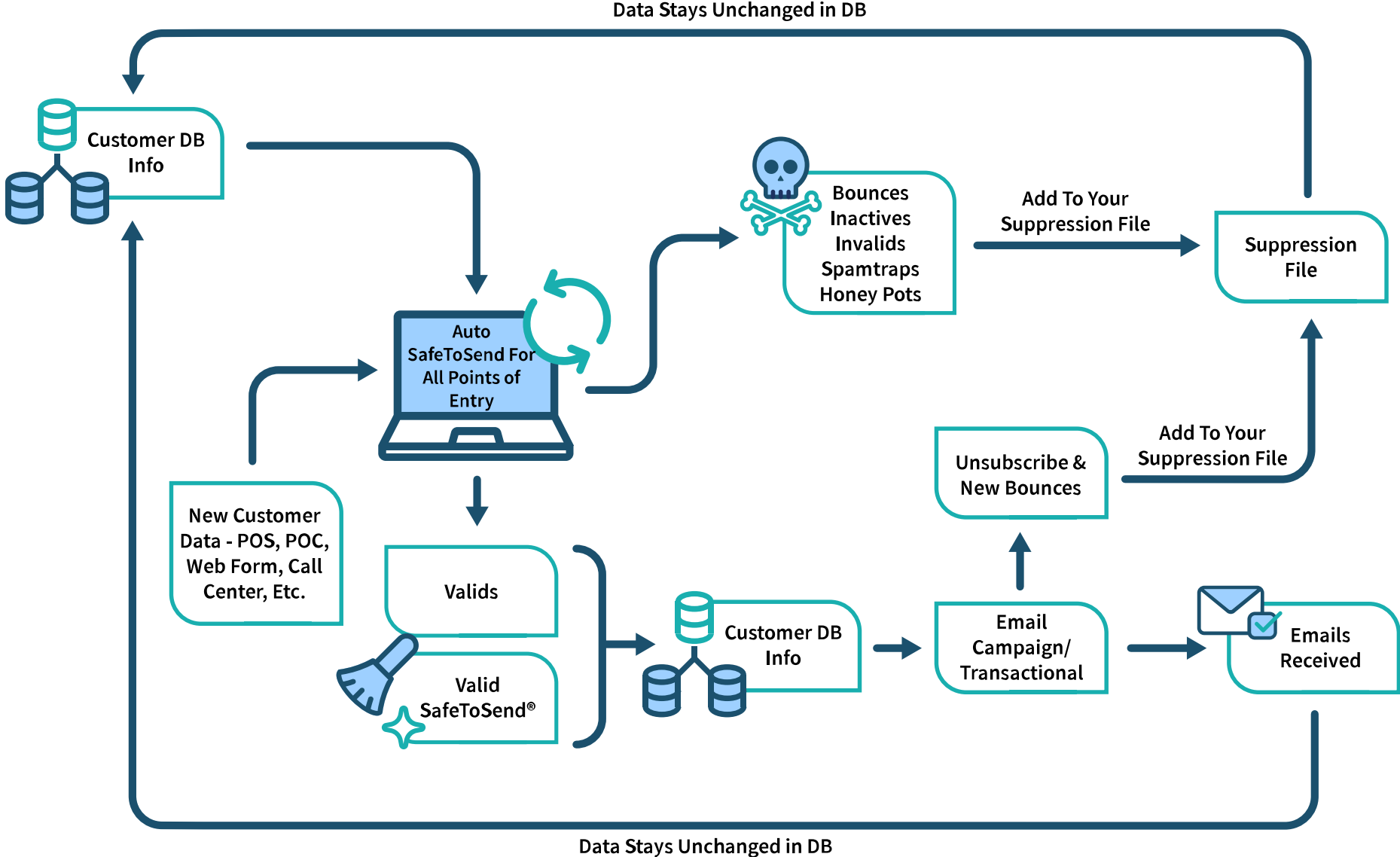
Enhanced
Deliverability



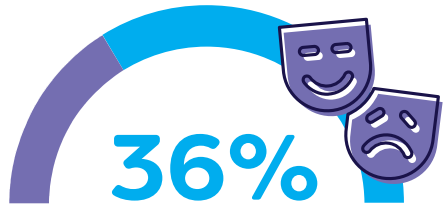
A Better Reputation
for Your Business

Contact us today to see how AtData can do YOUR spring cleaning for you!

Email Validation: SafeToSend® Process



Fraud Infographic



36% of people with good credit are having their information manipulated for synthetic identities

Synthetic identity fraud is when someone uses a combination of real and fake personal information to make fraudulent purchases

Source: Equifax, 2020



92% of customers expect fast, frictionless experience that is as trustworthy and secure

Source: securitymagazine.com Report, 2020



1.1B Attacks

There were 1.1 digital billion fraud attacks in the first half of 2020

Source: securitymagazine.com Report, 2020



\$117,000

The average organization loses 5% of its annual revenue to fraud each year, causing a median loss of \$117,000 before being detected

Source: The Association of Certified Fraud Examiners Report, 2022



Since 2018, credit card fraud on new accounts has spiked 88%

Source: Federal Trade Commission, 2020



78% of all ecommerce transactions came from mobile devices in 2019

Source: TransUnion Report, 2020



118% increase in risky transactions from mobile devices in 2019

Source: TransUnion Report, 2020

Brand Identity



On a White Background



On a light tinted Background



On a light Image with sufficient Contrast



On an overall dark Background











On a Background Color that provides sufficient Contrast



On a dark Image with sufficient Contrast

Source Sans Pro

Typeface

	RGB CMYK PMS WEB	39 / 170 / 121 77 / 7 / 70 / 0 3395C 27AA79
	RGB CMYK PMS WEB	30 / 123 / 170 85 / 45 / 16 / 0 7690C 1E7BAA
	RGB CMYK PMS WEB	26 / 19 / 74 100 / 100 / 30 / 45 2766C 1A134A
	RGB CMYK PMS WEB	55 / 56 / 150 95 / 93 / 0 / 0 2736C 353B96
	RGB CMYK PMS WEB	174 / 209 / 74 36 / 0 / 90 / 0 382C AED14A
	RGB CMYK PMS WEB	57 / 192 / 206 66 / 0 / 20 / 0 311C 39C0CE
	RGB CMYK PMS WEB	116 / 110 / 177 61 / 61 / 0 / 0 272C 746EB1
	RGB CMYK PMS WEB	0 / 174 / 239 100 / 0 / 0 / 0 Process Blue C 00ADEE

Logos & Icons



Full Color Logo (Process Colors)



Grayscale Logo



Reversed Logo (for Use on Colored Background)



Solid Color Logo (Spot Colors)



Solid Black Logo



White Logo (for Use on Colored Background)



Email Verification



Identity



Fraud Prevention



Engagement

Social, Blogs, Videos & Case Studies



Email Verification

[How Email Verification Really Works](#)

[Client Success Story: AAA Ohio](#)

[Email Validation: Why Accuracy Matters](#)



Fraud Prevention

[AtData Fraud Prevention Video](#)

[Why Is Email The Key To Preventing Fraud?](#)

[eCommerce Client Reduces Fake Accounts with Fraud Prevention](#)



Identity

[Email Append: Why Hashed Emails Are Essential to Identity Matching](#)

[Maggiano's: Turning Data into Engagement](#)

[Looking back: How ECOA Helped the ASPCA Bounce Back](#)



Engagement

[Email Retargeting Strategies And Best Practices For Performance Email](#)

[How Brands Earn Leads & Power Personalization With Website Visitor Identification](#)



@AtData



@AtDataEmailExperts



@AtDataEmailExperts



@AtDataEmailExperts



@AtDataEmailExperts



@AtData



Our Services

SafeToSend®

Enterprise-grade verification & hygiene that protects your list and email revenues


SafeToSend®'s advanced email hygiene provides proprietary mailbox verification, unsurpassed B2B mailbox efficacy, SOC 2 compliant systems, and the deepest, most accurate spamtrap & honeypot data, maintained by a dedicated research team leveraging our battle-tested fingerprinting tech.



Managed Batch
Clean your email list using the expert knowledge of the most experienced and dedicated team in the industry.



Automated Batch
Fast & easy cleaning for frequent projects. Clean your email lists 24/7 via SFTP, API or our website. Perform routine data cleanup in minutes.



Real-Time
Block problematic addresses at the point-of-entry and correct registration errors in milliseconds.

How SafeToSend® Works:

1 Check
Verify each email address in real time to confirm that it's valid and can accept email.

2 Correct
Our patented spell-check technology corrects as many as seven errors in a single address and fixes any typos in your file.

3 Protect
We check each email address to identify and flag **spamtraps** and other damaging email addresses.

List Guard



You Are Protected Against:

- ✓ Spamtraps
- ✓ Complainers
- ✓ Disposable/Bogus Addresses
- ✓ Role Accounts
- ✓ Restricted Domains
- ✓ Bad Domains
- ✓ EMPS Suppressions

Email addresses “flip” from good to bad when:



They are recycled as a
spamtrap



A recipient registers on
the “Do Not Email” list



A recipient becomes a
frequent complainer



A mail exchange
domain is retired

Email Append

Match Email Addresses to Your Postal List

Expand your digital marketing reach by up to 50% and engage your customers with AtData's proprietary database of more than 1 billion unique combinations of names, addresses and emails.



Unlock

Unlock new marketing channels



Improve Single View

Improve attribution and database linking efforts



Recapture Inactives

Add alternate active emails in place of dormant subs



Social Media Reach

Reach customers with social media advertising



Reduce Marketing Spend

Reduce direct mail costs

How Email Append Works:

1

Input

Input file of names and postal addresses

2

Match Records

Match records to a permission-based email database

3

Append

Append the best, or multiple historical emails, to your file

4

Validate

Validate emails and return deliverable email addresses

Postal Append

Match Postal Addresses to Your Email List

Adding a full name and postal address to your email list opens up new marketing channels and powers personalization. Plus, AtData's industry-leading Postal Append database is CASS certified and updated annually based on NCOA records to ensure the highest accuracy.



Mail Offers

Send direct mail offers



Target by Geography

Target content based on geography



Link Your Database

Connect postal identifiers to email addresses

We can help you add postal addresses for 30-60+% of your database.

Email Change Of Address

Stay Connected With Your Most Valuable Asset, Your Customers!

Marketers lose up to 30+% of their email database annually to normal attrition. We can protect your email lists from churn by updating your unresponsive customer email addresses with their current preferred addresses.

AtData has the patent for ECOA technology (#6,654,789).



Retain and Reconnect

Retain current customers and reconnect with those you lost.



Transform

Transform bouncing and inactive email addresses into profitable and engaged customers.



Maximize

Maximize email campaign deliverability, and avoid ISP blocklisting.



Reduce

Reduce marketing costs associated with bouncing emails.

How Email Change of Address Works:

1

Correct

Correct hygiene errors using our proprietary process for spelling, typos and transposing.

2

Match

Match your file against the largest email change-pair database in the industry.

3

Clean

Clean your updated matches using our best in class, email validation.

4

Deliver

Deliver an updated, guaranteed SafeToSend file for your use.

Email Intelligence

Build your customer persona with demographics and household data from Email Intelligence

Customers expect a tailored experience from their favorite brands. Get insightful consumer data on up to 80% of your customers for stronger segmentation and better personalization.



Engage

Wow your customers with engaging content



Personalize

Personalize messages across channels



Analyze

Contextualize behavior



Gather

Gather big data insights

Email Intelligence Fields

Demographics

Age, Gender, Name, Postal Address

Household

Income, Marital Status, Presence of Children, Home Market Value

Purchase & Interest

Arts & Crafts, Healthy, Charitable Donor, High End Brand Buyer

Email Activity Signals

Re-engage with your customers and boost campaign performance with Email Activity Signals

AtData's proprietary database of digital signals helps marketers know which of their subscribers are most active across our network. Perfect for re-engagement campaigns, mitigating reputation risk of mailing to non-responders, and scoring your database, this data set is made up of ~150 million unique email addresses over a rolling 12 months.

Sourced from our trusted partners and network, AtData receives real-time signals for email addresses as they “open” or otherwise engage with content. We distill the data and deliver it to you as a batch file process, real-time monitoring, or API.

Email Activity Signals Help You:

1

Find Your Best Contacts

See when a user was last active in their inbox.

2

Win Back Customers

Know which customers are active with other commercial email for targeted re-engagement.

3

Protect Your Sender Reputation

Pair with Email Validation to identify real, active users.

Website Visitor ID

Identify More Than 20% of Unknown Users on Your Website

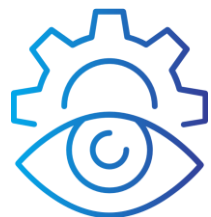
Website Visitor Identification uses AtData's cookie pool to securely match unknown users with an email hash, deliverable email or postal address.



Know your anonymous users
Reach new people you couldn't otherwise identify and customize content for returning customers.



Align marketing channels
Launch individual omni-channel campaigns on mediums including postal promotions, email retargeting and display ads.



Build intelligence
Catch and correct invalid syntax, spelling errors and typos



Go deeper with AtData's services
Pair Website Visitor Identification with Email Intelligence to get the demographics and purchase intent of your visitors.

Fraud Prevention

Stop fraud with the largest, global email address network in fraud prevention

Companies worldwide power their fraud prevention with AtData's massive historical database of email addresses and the billions of real-time signals we receive every month. We've been compiling email-centric identity data for over 20 years, and we have the most comprehensive and accurate email data available to enhance your fraud discovery models.



The leader in fraud prevention with activity history on 98% of emails.



We leverage our proprietary fields and models to identify malicious users hiding behind an email address.



We power accessible and comprehensive real-time fraud prevention that helps you monitor account creation and ecommerce transactions.

40% of fraudsters use a newly created email.
10% of Fraud is attempted using addresses that are fake or invalid.

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