



Only I-Behavior has the data intelligence and statistical expertise from over a decade of aggregating and modeling the SKU-level purchase history of more than 171 million individual consumers.

Expand your reach through multi-channel marketing; personalize your communications and improve your bottom line

When marketing to your customers and prospects, reaching them through multiple channels can dramatically increase your response rates.

With I-Behavior's Data Append products, you can fill in your data gaps and improve personalized contact with your target audience. Append your data file with email addresses, telephone numbers and even postal addresses to gain multiple touch points to deliver offers and receive responses.

I-Behavior Telephone Append

I-Behavior's Telephone Append data is derived from a diverse set of reliable sources that provide up-to-date telephone numbers on over 170 million individuals and business buyers from across the country. With current telephone numbers appended to the information you currently capture, you can anticipate a much higher response rate from your telemarketing efforts.

As an added service to Telephone Append, I-Behavior can run the appended telephone numbers against the National Do Not Call Registry, keeping your campaign aligned with industry standards designed to protect an individual's choice.

I-Behavior Email Append

I-Behavior can append email addresses to your data file allowing you to experience increased response rates by including email in your marketing mix. We match the postal address from your data file to our 100% Opt-in, CAN-SPAM Compliant Email database, providing you with another cost-effective channel for reaching your audience.

I-Behavior Reverse Email Append

Additionally, I-Behavior can enhance the value of your email data records by appending first and last names — along with complete postal mailing addresses — to your existing email records. You will benefit from high match rates, depending upon your original method of email address collection. And you'll have a more complete profile of your customer.

Why should I choose I-Behavior?

There are a number of data solutions providers to choose from. However, only I-Behavior has the data intelligence and statistical expertise that comes from more than a decade of aggregating and modeling the SKU-level purchase history of more than 171 million individual consumers. Our statistical modelers hold advanced degrees and have well-honed expertise in cooperative services, multi-channel marketing, direct marketing, publishing and advertising. Additionally, our account services representatives have years of experience in direct marketing, multi-channel marketing, publishing and cooperative data services.

The bottom line is that we are uniquely positioned to understand your marketing requirements. We have the unmatched products, education and know-how to be your trusted partner in data and interactive services.

Taking the Next Steps

For more information about I-Behavior Telephone Append, Email Append and Reverse Email Append products, or to learn more about other I-Behavior products and services, contact your I-Behavior Account Manager at 303-228-5000.