AtData
THE EMAIL ADDRESS EXPERTS

AtData

Press Kit

AtData
THE EMAIL ADDRESS EXPERTS

AtData is the leader in Email Address Intelligence

Connect the dots between an email address and the person behind it to reveal behavior, preferences, activity, and engagement to instantly make strategic marketing and risk mitigation decisions

Our Offices
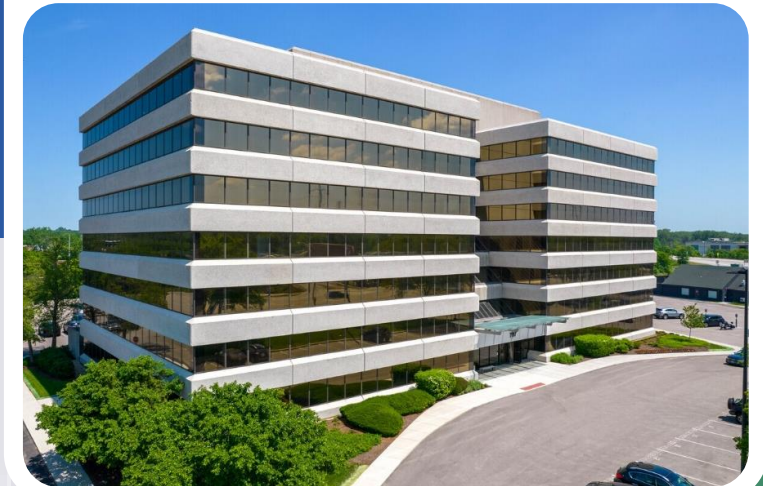
New York

33 Irving Place
3rd Floor
New York, NY 10003

Boston

770 Legacy Place
2nd Floor
Dedham, MA 02026

Chicago

707 Skokie Blvd.
Suite 607
Northbrook, IL 60062

Management Team

AtData THE EMAIL ADDRESS EXPERTS

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.

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.

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.

Mallory Green – *Vice President of Marketing*

Mallory has 15+ years of experience across marketing operations, demand generation and product management, with her most recent experience as VP of Marketing at Infutor, a consumer identity management solutions company. She has a BA in English from Monmouth College and MS in Marketing and Communications from Roosevelt 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.

Diarmuid Thoma – *VP 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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THE EMAIL ADDRESS EXPERTS

Katie Intrater
VP of Business Development
kintrater@atdata.com

Matt Wolosz
Director of Enterprise Sales
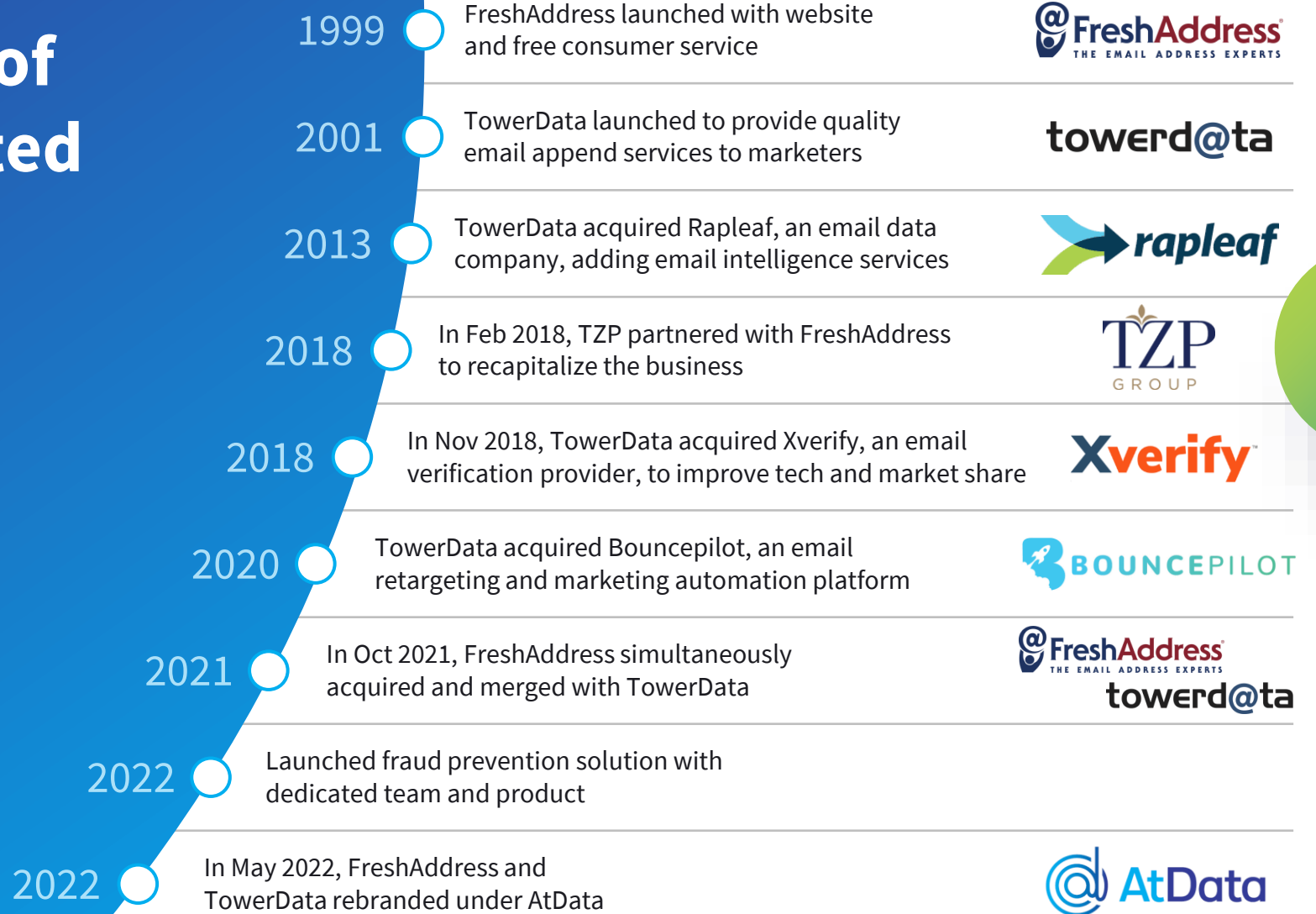mwolosz@atdata.com

Thomas Heenan
Senior Director of Sales
theenan@atdata.com

Jon Tejeda
Director of Sales
jtejeda@atdata.com

Proven Track Record of Executing Sophisticated Organic & Inorganic Growth Initiatives

AtData has successfully completed and integrated several strategic and accretive acquisitions.

1999 — FreshAddress launched with website and free consumer service

2001 — TowerData launched to provide quality email append services to marketers

2013 — TowerData acquired Rapleaf, an email data company, adding email intelligence services

2018 — In Feb 2018, TZP partnered with FreshAddress to recapitalize the business

2018 — In Nov 2018, TowerData acquired Xverify, an email verification provider, to improve tech and market share

2020 — TowerData acquired Bouncepilot, an email retargeting and marketing automation platform

2021 — In Oct 2021, FreshAddress simultaneously acquired and merged with TowerData

2022 — Launched fraud prevention solution with dedicated team and product

2022 — In May 2022, FreshAddress and TowerData rebranded under AtData

The AtData Difference

- We are a combined technology company that makes it easy for marketers to access the data they need to better engage the customer behind an email address.

- FreshAddress and TowerData merged in 2021 to form the premier email data company. Together we bring over 20 years of experience and historical data assets.

- Our thousands of clients include many of the Fortune 500, America's largest brands, leading technology platforms, and data companies.

- We power people-based marketing with data that is real-time, accessible, and comprehensive.

2.1 Billion Email Identity Linkages

4+ Billion Monthly Email Activity Signals

20+ Years Specializing in Email

50+ Billion Emails Verified

98% Emails We Have Profiles For

Email Address Intelligence for the Entire Data Lifecycle

AtData
THE EMAIL ADDRESS EXPERTS

Clean
Clean and correct email data while blocking toxic addresses
- SafeToSend
- List Guard

Protect
Prevent fraud and score risk with email address intelligence
- Fraud Prevention
- Risk Scoring

Identify
Resolve and complete identities for seamless experiences
- Email Append
- Postal Append
- Alternate Email
- Website Visitor ID

Enrich
Develop actionable profiles to personalize and engage
- Quality Score
- Demographic Append
- Email Opener Data

8

Our Global Clients

AtData
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adidas

BIG 5 SPORTING GOODS

SONY

FIAT

snap! finance

Puffy
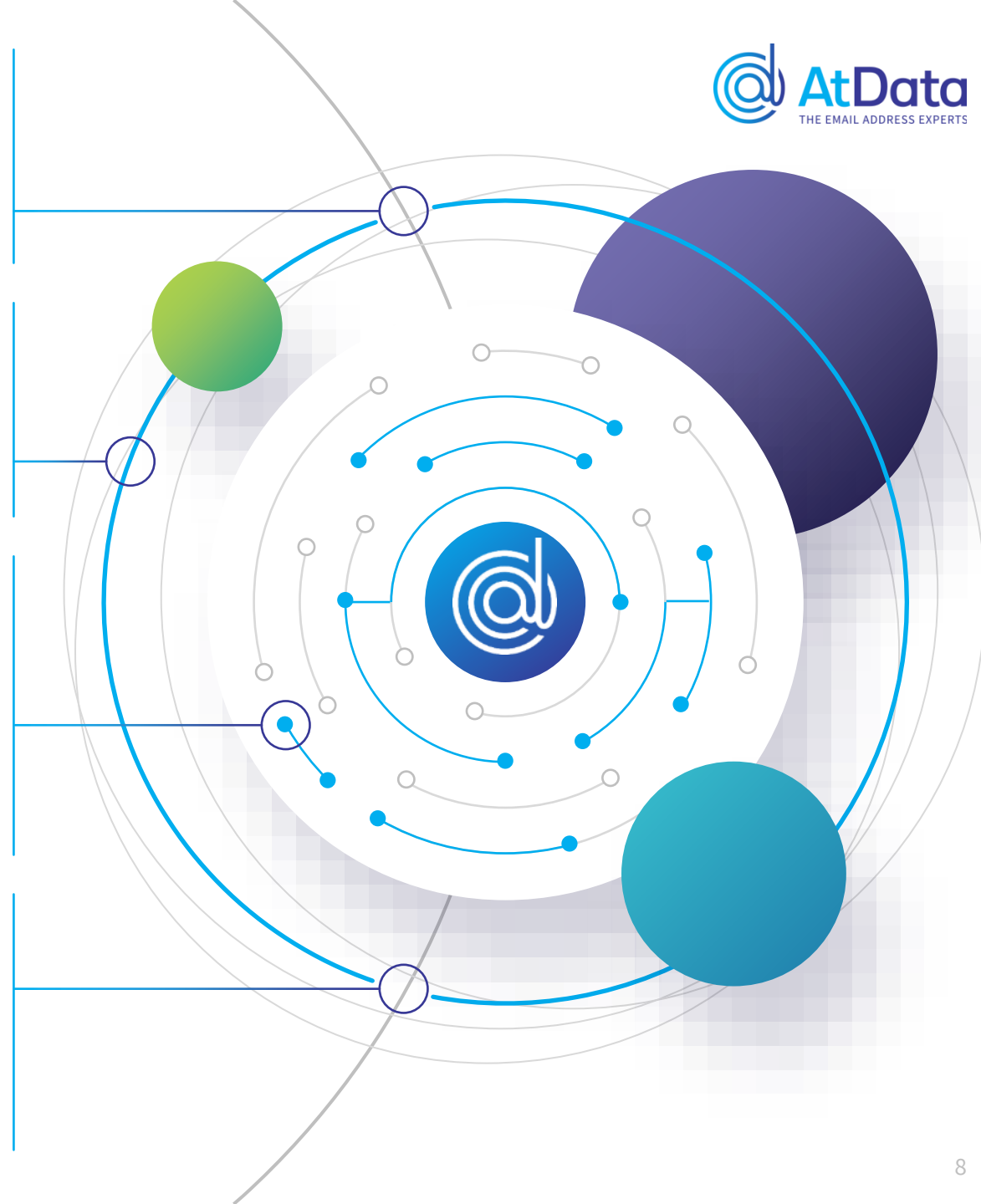
The New York Times

STELLANTIS

TransUnion

MEDECINS SANS FRONTIERES DOCTORS WITHOUT BORDERS

LISTRAK

L2 BETTER DATA BETTER DECISIONS

Wildlife Conservation Society

CAMPING WORLD

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

The Nature Conservancy

LAMPS PLUS

salesforce

Caring.com

democrats.com

SKIMS

MAZDA

Trusted by 25% of the Fortune 100

PRINCESS

ORACLE

AMNESTY INTERNATIONAL

Staples

VIKING RIVER CRUISES

HONDA

SHOE CARNIVAL

UNITEDHEALTH GROUP

3DAYBLINDS YOU'LL LOVE THE TREATMENT

Leader in Data Privacy and Compliance

AtData
THE EMAIL ADDRESS EXPERTS

We compile data following all applicable **federal and state laws** related to data privacy

The information we compile is permissibly acquired from authoritative sources. We continually ensure that our data quality and accuracy meet the highest industry standards.

We apply the highest degree of **protection and security** around all data and technology

Protection of information is top priority. Our ISO 27001-certified information systems contain multiple layers of security to ensure the confidentiality and integrity of all data.

Ethical and Compliant Data Storage and Sourcing

Highest Degree of Security and Protection

Consumer Opt-Out Always and Easily Available

Trusted by 1000s of Global Businesses and Platforms

We value and believe in an **individual's right to opt-out** of receiving marketing messages

We respect a consumer's right to privacy and consider ourselves to be a steward of the information we maintain. We offer simple opt-out procedures through our AtData.com website.

We have a formalized **Information Security Program** and regularly review and update

We actively stay informed of global privacy requirements to ensure our systems, procedures, and contracts are up-to-date. We are adaptable to specific security requirements.

California Consumer Privacy Act
CCPA COMPLIANT

GDPR
General Data Protection Regulation

Information Security Management
ISO 27001
www.dekra-seal.com
DEKRA certified

11

Knowledge Center

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Facebook
@AtDataEmailExperts

YouTube
@AtData

LinkedIn
@AtDataEmailExperts

X
@AtData

TikTok
@AtDataEmailExperts

Instagram
@AtDataEmailExperts

News & Events
Press Releases, Interviews, Partnerships, Events
https://atdata.com/news-events/

Resources
Case Studies, White Papers, Videos, and More
https://atdata.com/resources/

Blog
Articles covering everything email address intelligence
https://atdata.com/blog/

Our Brand

Logo Configurations

We have two logo lockups with horizontal being primary / preferred and the vertical to be used minimally as an alternate.

Each configuration is available in different color variations to allow for maximum impact and optimized reproduction quality across all applications.

The logo may appear only in the color combinations shown on this page and should be used in full color wherever possible, or in white if on darker background. Never attempt to recreate the logo, and always use the master artwork supplied.

Horizontal Logo - Primary

Full Color	White	Solid Color	Grayscale	Solid Black

Vertical Logo - Secondary

Full Color	White	Solid Color	Grayscale	Solid Black

Tagline Usage

Logomark

Logotype

Tagline

Tagline Logo Lockup
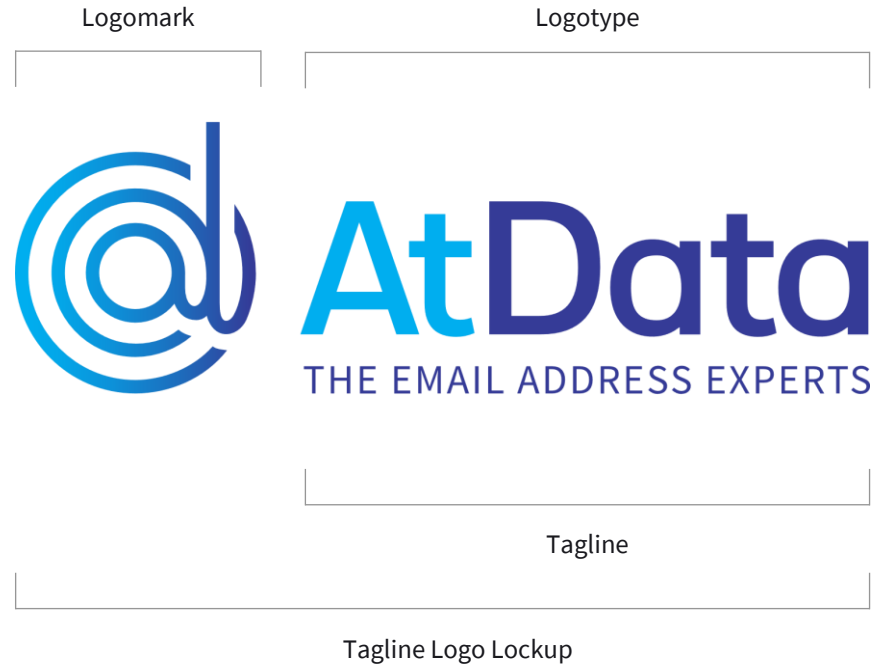
The AtData tagline is a strong link back to our core capabilities, our strategic vision and heritage, and it is a bold statement of intent.

There is an option for using the tagline in a locked up relationship alongside the logo. When our brand is used in a third-party environment where AtData has limited control, the tagline can provide context for people not familiar with our brand.

The logo and tagline elements are of a fixed size and position relative to one another, and should not be altered in any way. Never attempt to recreate the logo, and always use the master artwork supplied.

When using the tagline in body copy, The Email Address Experts should be set in italics using initial capital letters for each word and should be kept on one line, not wrapped.

Color Palette

Primary Color Palette

At Blue
RGB 0 / 174 / 238
CMYK 70 / 15 / 0 / 0
PMS 2995 C
HEX #00ADEE

Data Purple
RGB 55 / 56 / 150
CMYK 95 / 93 / 0 / 0
PMS 7687C
HEX #353B96

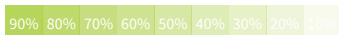90% 80% 70% 60% 50% 40% 30% 20% 10%

Secondary Color Palette

Dark Green
RGB 39 / 170 / 121
CMYK 77 / 7 / 70 / 0
PMS 7473C
HEX #27AA79

Light Green
RGB 174 / 209 / 74
CMYK 36 / 0 / 90 / 0
PMS 367C
HEX #AED14A

90% 80% 70% 60% 50% 40% 30% 20% 10%

Dark Purple
RGB 26 / 19 / 74
CMYK 100 / 100 / 30 / 45
PMS 2766C
HEX #1A134A

Light Purple
RGB 116 / 110 / 177
CMYK 61 / 61 / 0 / 0
PMS 272C
HEX #746EB1

90% 80% 70% 60% 50% 40% 30% 20% 10%
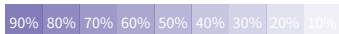
Dark Blue
RGB 30 / 123 / 170
CMYK 85 / 45 / 16 / 0
PMS 7690C
HEX #1E7BAA

Light Blue
RGB 57 / 192 / 206
CMYK 66 / 0 / 20 / 0
PMS 319C
HEX #39C0CE
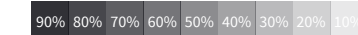
90% 80% 70% 60% 50% 40% 30% 20% 10%
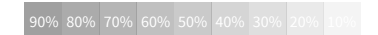
Primary Gradient
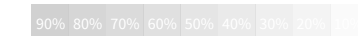
Secondary Gradient

Neutral Color Palette

Near Black
RGB 26 / 26 / 32
CMYK 76 / 70 / 61 / 75
PMS 7547C
HEX #1A1A20

Middle Gray
RGB 150 / 150 / 150
CMYK 44 / 36 / 36 / 0
PMS 877C
HEX #969696

90% 80% 70% 60% 50% 40% 30% 20% 10%

Light Gray
RGB 204 / 204 / 204
CMYK 19 / 15 / 16 / 0
PMS 7547C
HEX #CCCCCC

Background Gray
RGB 242 / 242 / 242
CMYK 4 / 2 / 2 / 0
PMS 7547C
HEX #F2F2F2

90% 80% 70% 60% 50% 40% 30% 20% 10%
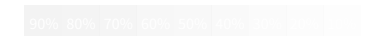
Extended Color Palette

Ext Red
RGB 201 / 58 / 60
CMYK 0 / 88 / 72 / 18
PMS 1797C
HEX #CB333B
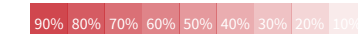
Ext Orange
RGB 246 / 141 / 46
CMYK 0 / 54 / 93 / 0
PMS 715C
HEX #F68D2E

90% 80% 70% 60% 50% 40% 30% 20% 10%

Our Services

SafeToSend®
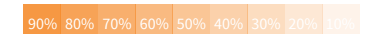
AtData — THE EMAIL ADDRESS EXPERTS

- **Catch & Correct**
  Fix inaccurate email syntax and spelling errors

- **Confirm Domains**
  Identify invalid or high-risk domains

- **Block Toxic Emails**
  Identify risky, fake or malicious emails

- **Verify Deliverability**
  Send SMTP ping to confirm deliverability status

jane.doe1526@yahoo.com

✅ **Valid Email Address**

26,200 Total Email Addresses

Validation Summary

Valid		**79.45%**
Invalid		**11.64%**
Corrected		**4.71%**
Risky		**0.78%**
Unknown		**1.16%**
Unverifiable		**1.97%**

95%
Reduction in bounce rate

Improve reputation for better delivery and response

Immediately identify low vs high quality resources

Stop invalid emails before they are added to your list

Use detailed diagnostic codes to customize strategy

List Guard®

- **Hands-Free, Continuous Monitoring**
  New email addresses automatically loaded into platform and scanned regularly

- **List Alerts**
  Notifies you when email addresses go bad and endanger the health of your list

- **Network Effect**
  Benefit from the ongoing learnings from ML models processing 11B+ emails a year

- **Constant Protection**
  Protect your list from decay and toxic emails that will get you blocked or blacklisted

- **Retain Customers**
  Optionally receive current emails for addresses that are abandoned

jane.doe1526@yahoo.com
bobisgreat123@gmail.com
someemail@fake.com
sarah.s4@aol.com
danielsrush@company.org
kathie.is.cool@gmail.com
rustyboard615@yahoo.com
jimmy.doe26@yahoo.com
willbiershere@gmail.com
thisisatest@email.com
micky.r22@aol.com
dannyrosen@company.org
kit.williams@gmail.com
trustyhammer61y
bouncer101@y
harrymet5ly@g
workingthrough@real.com
paul.overton76@aol.com
Heather.and.dog@gmail.com
jane.doe123@yahoo.com

Protect the health and success of your email programs

Alternate Email

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Refresh, Reconnect, and Reengage
Convert outdated contacts into fresh opportunities

- **Refresh Customer Relationships**
  Revive your database with our patented technology and transform the outdated into active channels of communication.

- **Resolve Identities**
  Unify customer profiles by linking multiple emails from the same individual or household to improve personalization and analytics.

- **Seamless Integration**
  Accessible via API for effortless integration with your existing tools, Alternate Email is designed for convenience and efficiency.

Marketers lose over 30% of their email database to normal attrition annually

Submitted

jean_cline84@yahoo.com

Suggested

jean.cline@gmail.com

+ jean.m.cline@yahoo.com

+ jeanmarie@gmail.com

Email Append

- **Match**
  Match your file against our proprietary and partner databases.

- **Clean**
  Clean your updated matches using our best-in-class validation.

- **Connect**
  Engage your customers within a new channel.

Match emails to 30-50% of your postal records

Name
Charles Dempsey ✅

Address
33 Irving Place ✅

Email
Missing Email Address ❌
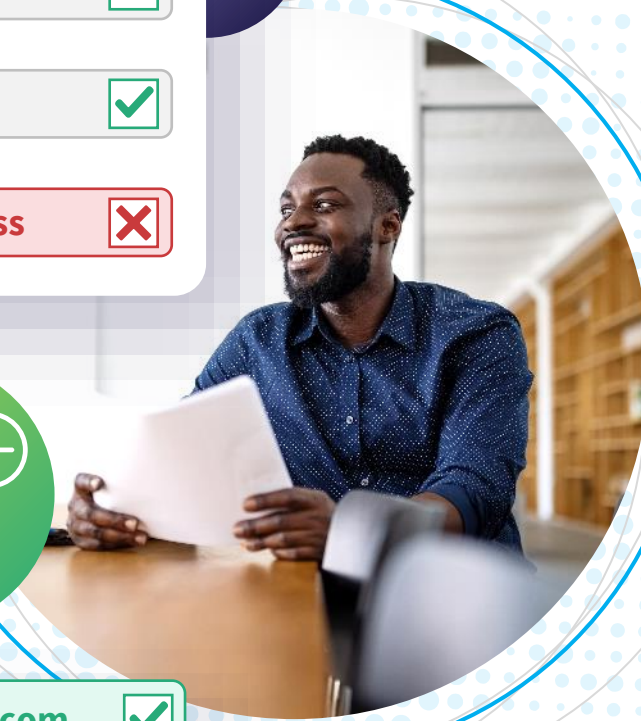
charlie.d32@gmail.com ✅

Postal Append

Unlock the True Potential of Your Database!

- Grab customer attention offline

- Unlock new target markets

- Enable multi-channel communication

- Complete customer data profiles

Match 40 - 60% of your email database with postal addresses

Email Address

marisa.dempsey@yahoo.com ☑

Marisa Dempsey
33 Irving Place
New York, NY 10003

Demographic Append

AtData THE EMAIL ADDRESS EXPERTS

- **Demographics**
  Age, gender, first name, last name, zip

- **Life Stage & Financial Groups**
  Settling Down, Leisure Seekers,
  Bargain Hunters, Market Watchers

- **Household**
  Presence of children, household income,
  marital status, length of residence

- **Purchase & Interest**
  Automotive, charitable donors, cooking,
  music, travel, and more…

Click for Data Dictionary

Wow your customer with a killer first impression

Customize content to treat every customer as an individual

Pair demographics with behavior to contextualize

Gather insights and understand your audience as a whole

75% are more likely to buy from retailers who personalize

Fraud Prevention

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Behavioral Insights
Gain insights into email legitimacy with email activity metrics: Email Age, Email Velocity and Email Popularity

Platform Tumbling Check
Catch fraudsters using sequentially named email addresses or multiple variations of the same email

Name & Postal Correlation
Checks that First Name, Last Name and Postal Address fields match the information previously seen

IP Verification
Analyzes IP addresses to determine trust and provide a comprehensive global profile

Domain Risk Score
Instant classification and tracking with simple scoring for domain risk profiling

Domain Activity Metrics
Real-time signal and pattern analysis for determining email domain risk and anomalies

Email Validation
Stops risky or dead addresses with enterprise-grade accuracy and security

Fraud Consortium
Identifies and tracks fraudulent email status and history across our network

AtData Risk Score 80

Fuel Your Fraud Decision Logic with Our Proprietary Email Data

24

Website Visitor ID

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Turns Anonymous Browsers Into Customers!

- **Step 1:** Place the pixel on your website

- **Step 2:** The pixel will track anonymous visitors and their browsing behavior

- **Step 3:** We convert anonymous traffic into an email, postal address, or hashed email

Use event tags such as abandon site, abandon category, abandon product, or abandon cart to build targeted campaigns that meet ROI goals.

Email Address

daniel.obrien@gmail.com ✓

20%+
Recognition of anonymous website traffic

81x ROI for an online fragrance retailer

7,500 identified email prospects for an eyewear retailer

29% average open rate for a travel agency

Quality Score

Our Quality Score helps identify higher value email addresses to confidently segment your audience that is more likely to engage across digital channels.

- **Improve Response Rates and Deliverability**
  Improve inbox placement and target more responsive addresses for greater clicks and conversions.

- **Better Determine Lead Quality**
  Evaluate the quality of the leads from each source, segment prospects, and target appropriately.

- **Win-Back or Suppress Inactive Addresses**
  Leverage data from multiple mailers and ESPs to find ideal targets and those to confidently stop mailing.

- **Reactivate Dormant Lists**
  It can be risky to email stagnant lists. Identify the subset of emails that would be best to reactivate.

- **Identify Lookalike Audiences**
  Identify prospects that most closely align to your best customers with a machine learning model trained on your own data.

Frequency and type of use of the email address ✓

Number and type of sources reporting activity ✓

Overall digital footprint of the email ✓

Frequency of online vs offline purchase activity ✓

Related spend propensity ✓

Popularity of categories and types purchased ✓

8

Email Opener Data

- **Identify Active Emails**
  When a match is found, we'll provide the month of last open activity in response to a commercial email.

- **Re-Engage Customers**
  Win back valid users with focused, personalized and smart campaigns.

- **Target Customers in the Inbox**
  Send your message at the right time with real-time push notifications.

Identify active emails while mitigating risk, boosting open rates, and re-engaging your audience

Media Contact

Damian Barnes

Creative Director

dbarnes@atdata.com

AtData.com

AtData | 33 Irving Place, Suite 4030 | New York, NY 10003 | emailexperts@atdata.com