



Update  
Your  
List



## Ensuring You Reach Your Customers Just Got Easier!

The DIY Portal, a self-service data append tool, allows you to enhance your customer records and marketing data in real-time by instantly accessing the most comprehensive multi-sourced automotive, business, and consumer data available.

100+ Million Premium Phone Records

170+ Million Marketable Email Records

190+ Million Automotive Records

160+ Million 48 Month NCOA Records

260+ Million Standard Phone Records

130+ Million Wireless, Cable, & VOIP Records

200+ Consumer Demographics & 20 Business Firmographics

6 Different Suppression Files Including DMA & DNC

### Need Accurate Customer Data? Want to quickly Update Addresses, Append Emails, and Add Phone Numbers to your list?

Of course you do! Speed-to-market and information accuracy are critical to the success of your marketing campaign. The UpdateYourList.com DIY Portal allows marketers who need accurate mailing addresses, phone numbers, email addresses, automobile data, and more..., to instantly append or update accurate data in real-time to get the most out of their contact records.

### How It Works

- Register for a free account at [www.updateyourlist.com](http://www.updateyourlist.com)
- Upload your customer database file
- Select the data you want to append, update, or suppress
- Submit your order to receive real-time results

Take your marketing campaign to the next level, email [info@updateyourlist.com](mailto:info@updateyourlist.com) or call 888.LIST.101 to learn more.

### Over 30 Real Time Services Including:



CASS Address Standardization



Email Append



Email Validation



Phone Append



National Change Of Address (NCOA)



Private Change Of Address (PCOA)



Suppression Services



VIN Append



## APPEND SERVICES

Append phone numbers, emails, mailing addresses, and automobile information to your contact records.

### Business Phone Append

- Upload names and addresses of your business contacts to append a telephone number

### Reverse Address Append

- Upload mailing addresses to append a name and telephone number to each match

### Reverse VIN Append

- Upload vehicle VINs to append name, mailing address, and optional telephone number

### Email Append

- Upload names and addresses of your contacts to append an email address

### Reverse Email Append

- Upload email addresses to append name and mailing address to each match

### VIN Append

- Upload names and addresses to append vehicle VIN, Make, Model, and Year to each match

### Phone Append

- Upload names and addresses of your contacts to append a telephone number

### Reverse Phone Append

- Upload telephone numbers to append name and mailing address

## DATA ENHANCEMENT SERVICES

Add demographic, firmographic, location, and gender information to enhance and target your mailing list records.

### Apartment Append

- Upload mailing addresses to append missing apartment numbers

### Dedupe Records

- Upload names and addresses to identify and remove duplicate records from your mailing list

### Name Parsing

- Upload contacts to split the names present in your input file into their constituent parts

### Business Firmographics

- Append firmographic values to business contacts from a list of 20 firmographics

### Gender Coding

- Upload contact names to determine the gender of the contact

### Consumer Demographics

- Append demographic values to contacts from a list of 200 demographics

### Geocode

- Add latitude, longitude, statistical area, and census block information to your mailing list



## SUPPRESSION SERVICES

Identify and remove people from your mailing and telemarketing lists who should not be marketed to.

### Bankruptcy Suppression

- Upload names and addresses to flag individuals who have filed for bankruptcy

### Do Not Call (DNC) Scrubbing

- Upload telephone numbers to be flagged against multiple Do Not Call lists

### Deceased File Suppression

- Upload names and addresses to flag individuals who are deceased

### Nursing Home File Suppression

- Upload names and addresses to flag individuals who reside in a nursing home

### DMA Choice Suppression

- Upload names and addresses to flag those who registered to be removed from mail campaigns

### Prison File Suppression

- Upload names and addresses to flag individuals at known prison and jail addresses

## VALIDATION & VERIFICATION SERVICES

Keep your mailing lists clean and up-to-date with our standardization and hygiene processes.

### Address Standardization (CASS)

- Upload addresses to ensure they are clean, up-to-date, and deliverable

### Delivery Sequence File (DSF2)

- Upload mailing addresses to reduce undelivered mail and qualify for postage discounts

### Email Verification

- Upload email addresses to receive various status codes for each matched address

### (PCOA) Change Of Address

- Upload names and addresses to receive change of address information for moves not reported to the USPS

### Area Code Verification

- Upload telephone number area codes and zip codes to verify they match

### Disconnected Phone Verification

- Upload telephone numbers to match against the Disconnected Phone database

### (NCOA) Change Of Address

- Upload names and addresses to receive national change of address information for USPS moves

### Cell Phone Verification

- Upload telephone numbers to match against the Cell Phone database

### Email Validation

- Upload email addresses to be processed through a 7 point validation service

### Phone Number Verification

- Upload telephone numbers to receive various status codes for each matched number