

## TowerData Premium Telephone Data Services

TowerData provides unbeatable coverage, timeliness, and accuracy.

*TowerData's premium phone database includes 99.97% of all phone listings and has a 99% accuracy rate.*

Telemarketing offers the most direct access to your customers and prospects of any marketing medium, and TowerData has the solutions for obtaining accurate, connected phone numbers for them.

### The TowerData Advantage

#### Full Coverage

TowerData's premium, telco-sourced database incorporates over 2,600 phone providers ranging from the RBOCs down to all the local exchanges. Encompassing 99.97% of all directory assistance listings, TowerData offers full coverage of both residential and business telephone numbers.

#### Timely Data

Reach your target when you make the call. With over two million daily updates to the TowerData premium database, you can be assured that the numbers we provide are up-to-date and really work, which means your telemarketing team will achieve greater efficiency, results, and satisfaction by connecting every time they call.

#### Extreme Accuracy

The premium telephone database used by TowerData is also used by national 411 directory assistance providers and is audited by them quarterly. These audits involve independent calls to verify connectivity and information accuracy and have demonstrated a 99% accuracy rate in the data.

### TowerData Phone Services

#### Telephone Validation

Calling bad phone numbers has a direct financial

and productivity cost. Before you start dialing, TowerData can save you this cost by verifying whether the numbers on your list are still in service. TowerData will flag disconnected numbers and optionally append an alternate, working number if one is available. Because we use fresh telco data that is updated daily, TowerData's phone verification service provides the accuracy you need.

#### Telephone Append

Appending phone numbers to your database will give you unprecedented access to your customers through telemarketing. TowerData can append both business and residential numbers to 60 - 80% of your list on average and offers full control over how the match is performed.

#### Reverse Telephone Append

TowerData's reverse phone append service will add names and postal addresses to your telephone list, enabling you to market to your customers via direct mail, append demographics to your list, and confirm the identity of your customers and prospects.

#### New Connect Lists

Consumers and businesses that establish a new phone line are ideal targets for a variety of goods and services. As part of its regular updates, TowerData identifies approximately 50,000 new residential connections and 8,000 new business connections per day. TowerData's hotline prospect lists are unbeatably fresh. Rent them and be one step ahead of your competitors and reach prospects right as they are in the market for your products.

### Benefits and Features

- Unparalleled phone connectivity
- Accurate data for increased conversion rates
- High match rates for improved reach
- Controllable append match criteria
- No setup or run fees
- Validate in real-time or in batch
- Data from RBOCs, CLECs, ILECs, and VOIPs!
- Compiled phone data also available

Call us for more information about our full set of data solutions including Real-Time Phone Validation, NCOA<sup>Link</sup> and Email Data Services.

NCOA<sup>Link</sup> is a trademark owned by the United States Postal Service.

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