towerd@ta

Improve data quality & learn more about your customers

Obtaining customer information through your website is one of the best tools for building new business and retaining existing customers. TowerData's Real-Time API service improves the quality of the data you collect, finds additional points of contact for your customers, and provides information about who and where your customers are.

Email Validation

Validating email addresses in real-time as you collect them will ensure you capture accurate, working email addresses so you don't miss the opportunity to communicate with your customers. In addition, it improves your email reputation and increases your inbox delivery rate by stopping bounces, spam traps, complainers, and bots from getting on your list. Using our Real-Time API, you can determine whether an email address is safe to mail to–without sending a message to it.

Phone Validation

Phone Validation increases the call success rates experienced by your sales people or call center, and it saves you the cost of post-collection data correction. By validating phone numbers at the point-of-entry, you can confidently respond to inquiries immediately, resulting in increased conversion rates and higher customer satisfaction. This service also provides you with type of phone, carrier, and location information.

Address Validation

Instantly validate and correct U.S. and Canadian postal addresses with Address Validation. It also returns ZIP+4 and all the information needed to obtain mailer discounts. By ensuring you have accurate and deliverable postal addresses, you will reduce mailing costs and improve customer service.

Reverse Email & Reverse Phone Append

Leveraging TowerData's 500 million record opt-in email database, you can add name and postal address information for up to 50% of your email contacts in real-time. By matching postal addresses to email addresses, you can start multi-channel marketing and better segment your database.

Similarly, you can match to the 411 database by phone number to obtain name and address.

Demographic Append

Starting from an email address or a postal address, we can immediately provide the demographics of a lead or customer, enabling you to personalize and segment your marketing communications to them for improved response. Available fields include Gender, Age, Income, Presence of Children, Marital Status, Homeowner status and hundreds more.

IP Address

A computer's IP address can provide geographic location about its user such as Country, State, City and Internet Service Provider. By capturing this data along with your customers' contact information, you'll be better positioned to target and segment geographically.

Easy Integration

Using the standard HTTP protocol, the TowerData Real-Time API offers an open standard solution that is easy to integrate and operating system neutral. Accessing the service is as easy as typing a URL.

Fast and Reliable

TowerData web services are reliable, fast, secure, and accurate. Backed by a cluster of load-balanced servers, you can be confident that TowerData web services will respond instantly, 24x7.

Servicing thousands of companies since 2001, you can rely on TowerData for your data quality and enhancement needs.

Contact us today for a free trial

and see how easy it is to capture correct and comprehensive information from your website visitors.

Benefits and Features

- Instantly identify and correct data entry errors
- Find name, address, and demographics for an email
- Prevent entry of false or malicious information
- Save time and money on post-collection data correction
- Easy to integrate
- Transparent software upgrades

Validating and enhancing customer contact information at the point-of-entry increases the integrity of your database and expands your ability to segment and target.

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