Processing Options for NationBuilder Clients Using the Accurate Append App
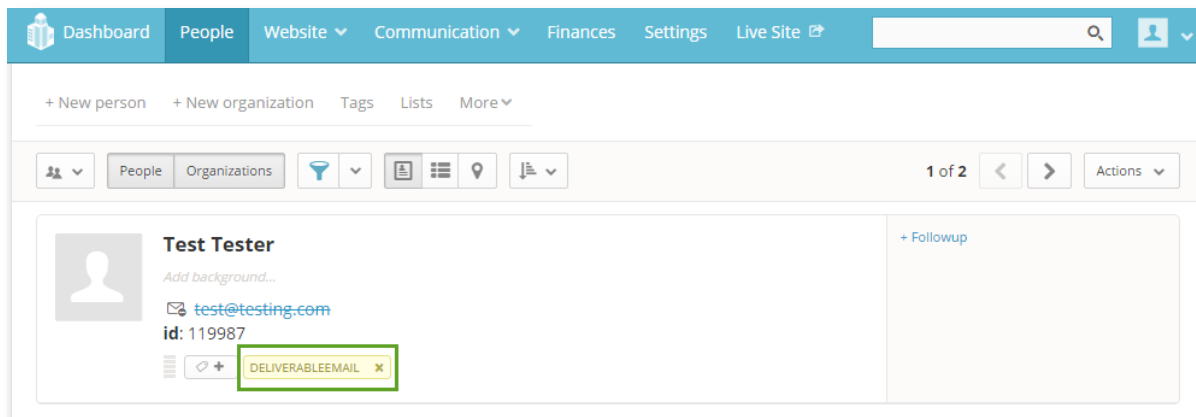
Contents

AccuSend Email Verification: Verify existing email addresses (International)

o   Identify non-existent, invalid or expired email addresses using advanced SMTP verification technology that will contact the email host's server and determine whether the address is active and receiving mail.

o   Email addresses contained in your NationBuilder list under the field 'EMAIL' or 'EMAIL – PRIMARY' and submitted through the Accurate Append API will have their delivery status verified.

o   The tag '**DELIVERABLEEMAIL**' will be inserted to each record for email addresses that have been verified as deliverable.

o   The tag '**UNDELIVERABLEEMAIL**' will be inserted to each record for email addresses that have been verified as not deliverable.

o   The tag '**UNABLETOVERIFYEMAIL**' will be inserted to each record for email addresses that are not able to be verified. Records with this status are not counted towards the total number of emails verified.

o   Example of the appended tag is pictured below:

o   Pricing is $0.0125 per email address verification (volume discounts automatically applied based on the number of emails verified).

AccuSend Email Append: Append new verified email addresses (U.S. only)

o   Add verified deliverable email addresses to your NationBuilder lists with AccuSend email append.

o   Fields necessary for AccuSend Email Append are: first name, last name, street address, city, state, and zip code.

o   Newly appended email addresses will be inserted into the 'EMAIL – Primary' field for each record where a match occurs. Email addresses will only be appended to records without an existing email address in the 'EMAIL – Primary' field.

o   Pricing is $0.15 per email address appended (volume discounts automatically applied based on the number of matches).

o   The tag '**DELIVERABLEEMAIL**' will be inserted to each record where an email address was appended.

o   We are proud to offer a 21 day 100% deliverability guarantee for our AccuSend Verified Email Append as well as our Email Verification services. In order to qualify for the guarantee, we ask that you provide the date that the order was completed, the list or file name, and the total number of undeliverable emails within 21 days of receiving the completed order.

AccuSend Email Verification & Append: Verify existing emails and append new email addresses where missing (Email verification is international, email append is U.S. only)

o When AccuSend email verification and AccuSend email append are processed on the same order, AccuSend email verification will verify whether the existing email address is active and receiving mail. If the input email address is not active and receiving mail, AccuSend email append will replace the old email address with a new verified deliverable email address.
o Pricing is $0.0125 for email address verification and $0.15 for email addresses appended (volume discounts automatically applied based on the number of matches).
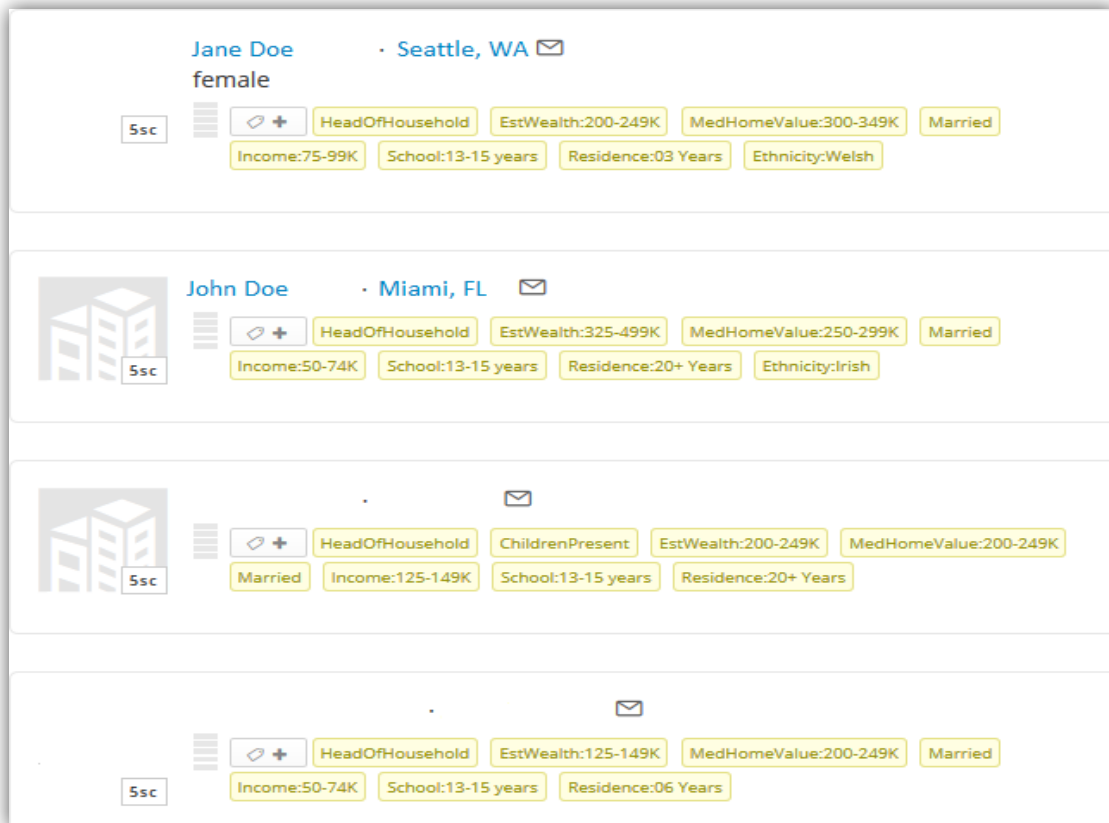
AccuConnect Phone Append: Append new phone numbers (Canada and U.S)

o Add high quality landline numbers to your NationBuilder lists with AccuConnect phone append.
o Fields necessary for AccuConnect Phone Append are: first name, last name, street address, city, state, and zip code.
o Newly appended phone numbers will be inserted into the 'HOME PHONE' field for each record where a match occurs. The tag '**PHONE APPENDED**' will be inserted to each record where a phone number was appended.
o Existing phone numbers in the 'HOME PHONE' field will be *overwritten* where a new phone number is matched.
o Pricing is $0.10 per appended phone (volume discounts automatically applied based on the number of matches).

Append Demographics (U.S. only)

o Enhance your list with demographic attributes including: ethnicity, income level, wealth, education, and more.
o Fields necessary for demographic appending are: first name, last name, street address, city, state, and zip code.
o Demographic attributes matched will be tagged as follows (if there is no match, no tag will be present):
o '**ChildrenPresent**' which denotes whether children are present in the household.
o '**Ethnicity: originating ethnicity**' which denotes the individual's ethnicity.
o '**ESTWEALTH: range in US dollars**' which denotes the individual's estimated wealth.
o '**HeadOfHousehold**' which denotes whether the individual is the head of household.
o '**Income: range in US dollars**' which denotes the estimated annual income of the individual.
o '**Married**' which denotes whether the individual is married.
o '**Divorced**' which denotes whether the individual is divorced.
o '**Single**' which denotes if the individual is single.
o '**MedHomeValue: range in US dollars**' which denotes the median home value of the individual's residence.
o '**Owner**' which denotes whether the individual owns their residence.
o '**Renter**' which denotes if the individual rents their place of residence.
o '**Residence: range in years**' which denotes the length of time the individual has resided at that residence.
o '**School: highest level of education attended**' which denotes the highest level of education that individual was in attended.

- o Gender matches are not denoted with a tag. Instead matches are updated in the record under the 'GENDER' field. If gender is present prior to the record being submitted, that field will be replaced by the appended gender.
- o Date of birth matches are not denoted with a tag. Instead matches are updated in the record under the 'BIRTH DATE' field. If there is a birth date that is present prior to the record being submitted, no changes that will be made to that field.
- o Example of tags appended are pictured below:

- o Pricing is $0.12 per demographic match (volume discounts automatically applied based on the number of matches). A match is defined as one or more demographic attributes being appended to your list.

Validate Phone Numbers & Identify Line Type (Canada and U.S.)

- o Validate your phone numbers and determine whether they are landline or mobile numbers and the category of use.
- o Requires phone numbers that are to be validated be in the 'HOME PHONE' field and/or 'MOBILE NUMBER' of your list.
- o Validation and identification attributes matched will be tagged as follows (if there is no match, no tag will be present):
- o '**PHONE: Is Landline**' which denotes the input 'HOME PHONE' number is a landline phone number.
- o '**MOBILE: Is Mobile**' which denotes the input 'MOBILE PHONE' number is a mobile phone number.
- o '**PHONE: Is Mobile**' which denotes the input 'HOME PHONE' number is a mobile phone number.
- o '**MOBILE: Is Landline**' which denotes the input 'MOBILE NUMBER' is a landline phone number.

o   '**PHONE: Category-Business**' which denotes the input 'HOME PHONE' number is a business landline phone number.
o   '**PHONE: Category-Residential**' which denotes the input 'HOME PHONE' number is a residential landline phone number.
o   '**MOBILE: Category-Business**' which denotes the input 'MOBILE NUMBER' is a business mobile phone number.
o   '**MOBILE: Category-Residential**' which denotes the input 'MOBILE NUMBER' number is a residential mobile phone number.
o   Pricing is $0.0125 per validation and identification of line type match. Note, a record with a 'Home Phone' and a 'Mobile Phone' number that matches are found for will count as 2 matches (volume discounts automatically applied based on the number of matches).

Validate & Standardize U.S. Postal Addresses (U.S. only)

o   Validate and standardize your U.S. postal addresses. Address validation and standardization also includes correction on any common spelling errors with street name, city, state, and zip where possible.
o   Validation and standardization of addresses will replace any existing address information that you have in the 'PRIMARY ADDRESS' field, except for any information stored in the 'APT, SUITE, ETC.' field in your NationBuilder account.
o   Any record that has been successfully CASS standardized will contain the tag '**CASS: Standardized**'.
o   Any record where there was an address present that was not able to be successfully CASS standardized will contain the tag '**CASS: Unable to Standardize**'.
o   Pricing is $0.0125 per address submitted for standardization (volume discounts automatically applied based on the number of matches). An address is defined as any value that is present in the 'STREET ADDRESS', 'CITY', 'STATE', **OR** 'POSTAL CODE' field of a record submitted for standardization.

Update U.S. addresses using USPS 48 Month National Change of Address (U.S. only)

o   Update your U.S. postal addresses records for prospects who have filed the National Change of Address paperwork with the United States Postal Service.
o   Fields necessary for appending are: first name, last name, street address, city, state, and zip code.
o   Any record that has a National Change of Address match will contain the tag '**NCOA MoveDate: [date]**' and '**NCOA MoveType: [individual or family]**'; and the existing U.S. postal address will be replaced with the matched NCOA address in the "Primary Address" field of the record itself.
o   Pricing is $0.20 per match (volume discounts automatically applied based on the number of matches). Please note estimated match rate is approximately 4% on this product.