



# AtData

Press Kit



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## 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  
3<sup>rd</sup> Floor  
New York, NY 10003



## Boston

770 Legacy Place  
2<sup>nd</sup> Floor  
Dedham, MA 02026



## Chicago

707 Skokie Blvd.  
Suite 607  
Northbrook, IL 60062



# Management Team



**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.



**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 Rappleaf (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.



**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.



**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.



**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.



**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



**Katie Intrater**

*VP of Business Development*  
[kintrater@atdata.com](mailto:kintrater@atdata.com)



**Matt Wolosz**

*Director of Enterprise Sales*  
[mwolosz@atdata.com](mailto:mwolosz@atdata.com)



**Thomas Heenan**

*Senior Director of Sales*  
[theenan@atdata.com](mailto:theenan@atdata.com)

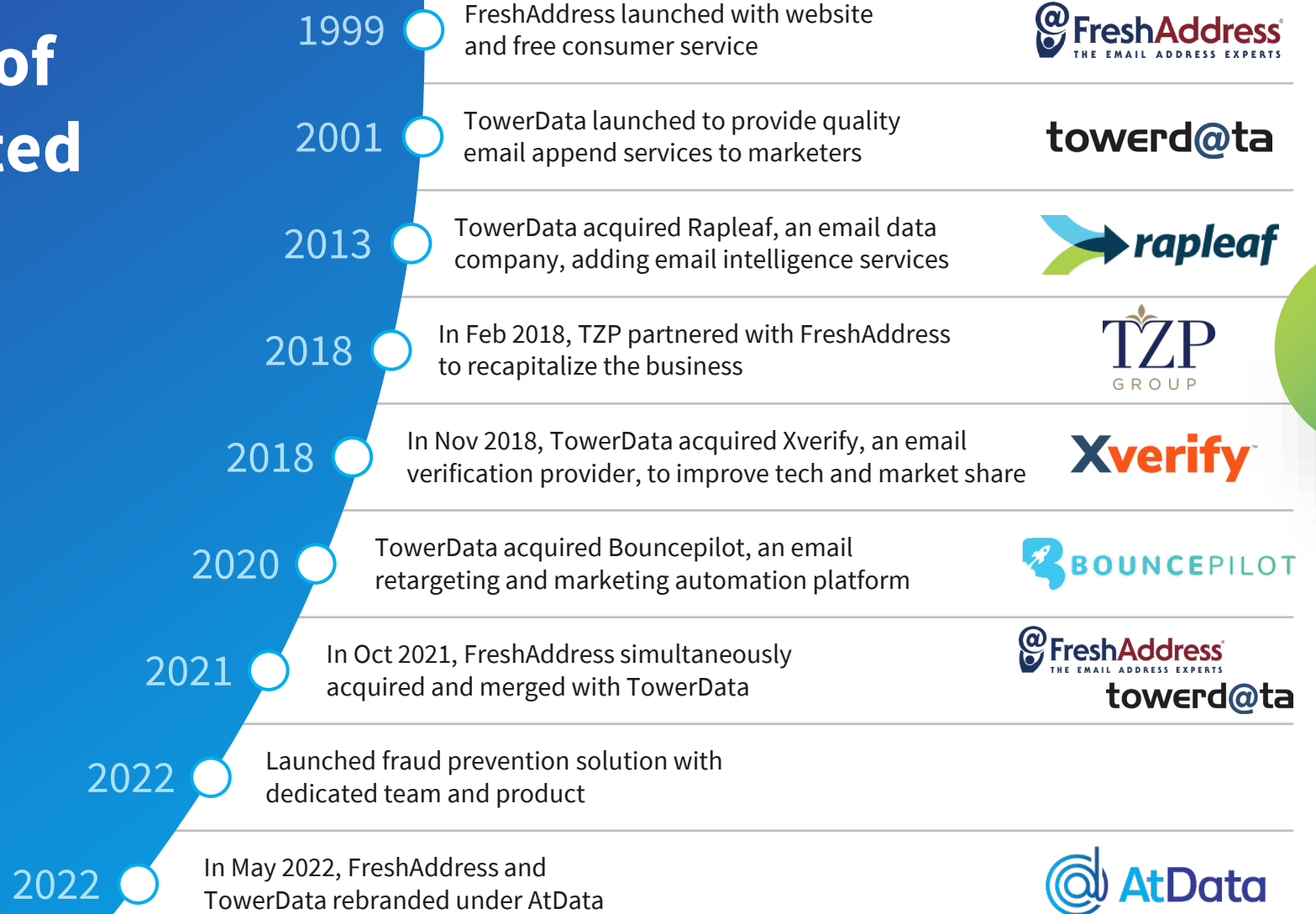


**Jon Tejada**

*Director of Sales*  
[jtejada@atdata.com](mailto:jtejada@atdata.com)

# Proven Track Record of Executing Sophisticated Organic & Inorganic Growth Initiatives

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



# 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

## 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](#)





# Our Global Clients



SONY



snap!  
finance



The  
New York  
Times

STELLANTIS

TransUnion<sup>tu</sup>



LISTRAK

L2  
BETTER DATA  
BETTER DECISIONS



CAMPING  
WORLD

Life Alert<sup>+</sup> HELP  
I've fallen and I can't get up!

The Nature  
Conservancy

LAMPS  
PLUS



Caring<sup>Y</sup>com

democrats.com

SKIMS



Trusted by  
25% of the  
Fortune 100



ORACLE

AMNESTY  
INTERNATIONAL

Staples



HONDA

SHOE  
CARNIVAL

UNITEDHEALTH  
GROUP

3DAYBLINDS<sup>®</sup>  
YOU'LL LOVE THE TREATMENT

# Integrations

*Easy to Use  
Real-time API*

*Self Service via  
Instant Data*

*Automated  
Batch Processing*

*Integration  
Partners*



# Leader in Data Privacy and Compliance



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.

*Ethical and Compliant Data Storage and Sourcing*



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.

*Highest Degree of Security and Protection*



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.

*Consumer Opt-Out Always and Easily Available*



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.

*Trusted by 1000s of Global Businesses and Platforms*



# Knowledge Center



**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

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Full Color



White



Solid Color



Grayscale



Solid Black

## Vertical Logo - Secondary

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Full Color



White



Solid Color

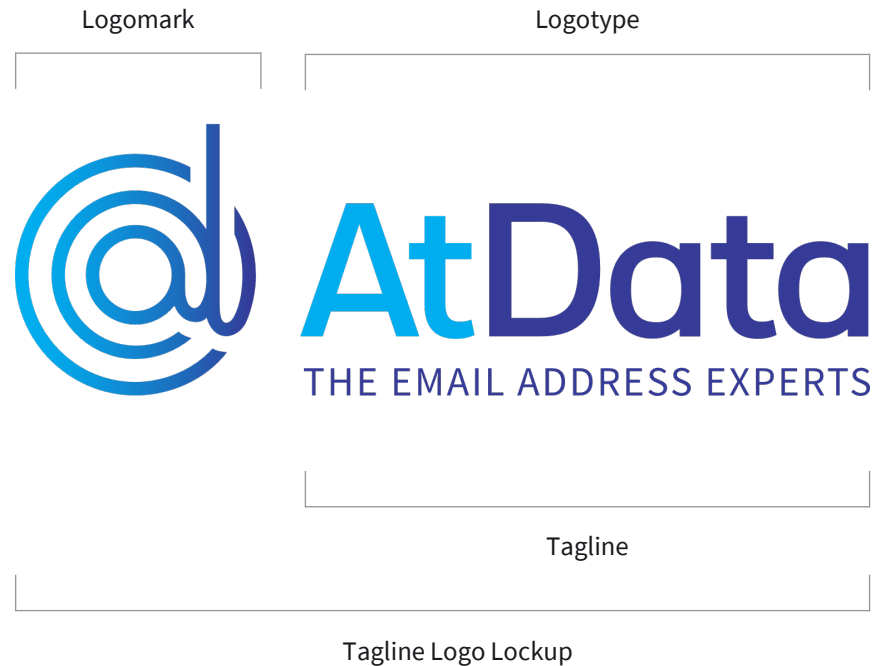


Grayscale



Solid Black

# Tagline Usage



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




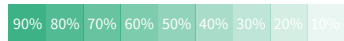
## Primary Gradient



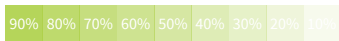
## Secondary Color Palette



**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




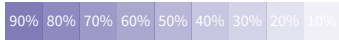
## Secondary Gradient




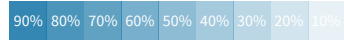
**Dark Purple**  
RGB 26 / 19 / 74  
CMYK 100 / 100 / 30 / 45  
PMS 2766C  
HEX #1A134A



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




**Dark Blue**  
RGB 30 / 123 / 170  
CMYK 85 / 45 / 16 / 0  
PMS 7690C  
HEX #1E7BAA




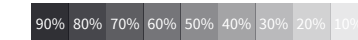
**Light Blue**  
RGB 57 / 192 / 206  
CMYK 66 / 0 / 20 / 0  
PMS 319C  
HEX #39C0CE




## Neutral Color Palette




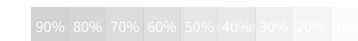
**Near Black**  
RGB 26 / 26 / 32  
CMYK 76 / 70 / 61 / 75  
PMS 7547C  
HEX #1A1A20



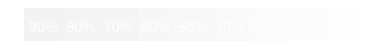
**Middle Gray**  
RGB 150 / 150 / 150  
CMYK 44 / 36 / 36 / 0  
PMS 877C  
HEX #969696




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




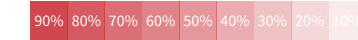
**Background Gray**  
RGB 242 / 242 / 242  
CMYK 4 / 2 / 2 / 0  
PMS 7547C  
HEX #F2F2F2



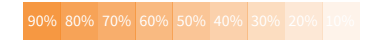
## Extended Color Palette



**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









# Our Services

- **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



*Protect the health and success  
of your email programs*

# Alternate Email

## 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

The diagram illustrates the process of email resolution. It features a central image of a woman with glasses looking at her phone. To the left, a green circle contains the text 'Marketers lose over 30% of their email database to normal attrition annually'. Below this, a 'Submitted' box shows the email 'jean\_cline84@yahoo.com'. A green arrow points from this box to a 'Suggested' box on the right, which lists three email addresses: 'jean.cline@gmail.com', '+ jean.m.cline@yahoo.com', and '+ 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

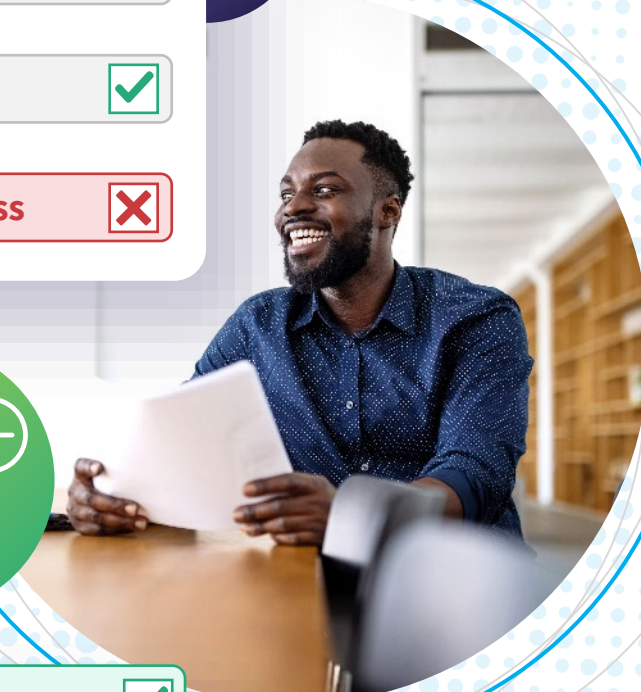


Email

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**



# Demographic Append

- **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



## Behavioral Insights

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



## Name & Postal Correlation

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



## Domain Risk Score

Instant classification and tracking with simple scoring for domain risk profiling



## Email Validation

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



## Platform Tumbling Check

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



## IP Verification

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



## Domain Activity Metrics

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



## 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*



# Website Visitor ID

## 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.



**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

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**April Paige**

*Marketing & Communications Manager*

[apaige@atdata.com](mailto:apaige@atdata.com)

941-586-6550

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**AtData.com**

