



PRODUCT SHEET

TruContact Email Behavior Intelligence

OVERVIEW

TruContact™ Email Behavior Intelligence helps you make every contact count. With 30 percent of email addresses changing every year and bounce rates jeopardizing open rates and IP reputation, it's time to infuse the email channel with complete consumer contact intelligence to gain actionable insights for safe and effective outbound communications.

PRODUCT FEATURES

Design more effective email strategies.

Leverage our “contactability score” to increase delivery rates, using key insights like deliverability, activity, and linkage.

Ensure CRM data is up to date.

We'll append up to three additional email addresses for each consumer record, including information on longevity and recent activity.

Reduce privacy, compliance, and financial risks.

Reduce privacy concerns by mitigating the risk of emails going to the wrong person or address.

BETTER EMAIL DATA IMPROVES CONTACT RATES

TruContact Email Behavior Intelligence delivers smart email insights to increase delivery rates and reliably correct and complete consumer email data.

Pinpoint accuracy.

Benefit from our industry-leading precision of email-to-identity linkages. Know where this stat comes from.

Near real-time, authoritative data.

Our OneID® platform leverages trusted sources to continuously corroborate consumer and device data.

Comprehensive verification.

You can append up to three additional email addresses for each consumer record, including information on longevity and recent activity.

Ongoing email deliverability, activity, and linkage insights.

Fill in the blanks on incomplete and inaccurate customer contact intelligence to increase delivery rates.

How Email Behavior Intelligence Works

Incomplete or inaccurate customer contact information not only hinders communication. Inefficiency raises costs. Inaccuracy reduces compliance. For trusted email communications, you need the most up-to-date and complete email information, especially as consumers use multiple email addresses and have different preferences.

Trust smart email insights from TruContact Email Behavior Intelligence. Our solutions provide actionable email insights to help you increase delivery rates and reliably correct and complete consumer email data. Transact with confidence with more connections and less non-compliance.



EXACTLY WHICH EMAILS WILL BE SUCCESSFULLY DELIVERED



EACH CONSUMER'S MOST "CONTACTABLE" EMAIL ADDRESS



ALTERNATIVE EMAILS FOR HARD-TO-REACH CONSUMERS

Increase the effectiveness of your communications with [TruContact Email Behavior Intelligence](#).

Contact us to learn more.

transunion.com/trucontact

