

## Engage More Prospects and Increase Contact Rates with Expanded Email Intelligence

Today's tech-savvy consumers expect to connect with your business across many channels and devices. Digital communications such as email, are an essential part of any modern omni-channel consumer contact strategy. Consumers are often less willing to answer phone calls from unknown contacts and direct mail is expensive.

Effectively engaging with consumers starts with knowing exactly who you are communicating with. LexisNexis® Email Search confirms the connection between an email address and an identity to help your business: (a) increase audiences, (b) maintain communications compliance and (c) avoid fraudulent bad actors.

### Connect to consumers with confidence

LexisNexis® Email Search combines billions of public and proprietary email, identity, phone and relationship records with our industry-proven LexID® linking technology to quickly connect consumer identities to email addresses. Rely on industry-leading intelligence to help your business:

**Append email addresses for a consumer:** Provide a consumer's identity to receive email addresses linked to that consumer

**Append identities for a known email address:** Provide a known email address to receive identities linked to that email

**Understand the relationship between an email address and an identity:** Provide a known email address and a consumer identity to receive detailed intelligence that helps you evaluate connections and relationships between the two



**Predict whether an email address is work or personal:** Add Work Email Score to your searches to assess the likelihood an email sent to this address will reach the consumer at their place of employment

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## LexisNexis Email Search can be accessed in 2 tiers:



**Basic:** Access email, identity and relationship data through LexisNexis Email Search



**Premium:** Access email, identity and relationship data through LexisNexis Email Search, plus premium gateway sources for additional insight into the strength and viability of the email address in question

LexisNexis Email Search is available across most LexisNexis® Risk Solutions delivery platforms including online, batch and API.



### Start with stronger identity and email insight

LexisNexis Email Search helps refine communication and marketing outreach efforts by returning any or all of the following details, depending on the platform and search tier you select:

- **Email address:** As originally reported and a cleaned version
- **Identity details:** Name, address and LexID number associated with the email address (as originally reported, cleaned and LexisNexis Risk Solutions “best”)
- **Email attributes:** Including related IP address, web site, dates first and last seen, etc.
- **Work Email Score:** Evaluate the likelihood an email will reach consumers at their place of employment
- **Association details:** Number of identities associated to the email address and number of email addresses associated to the identity
- **Relationship:** Of the identity reported with the email address to the identity provided on customer input
- **Deliverable status:** For email address (i.e., valid, invalid) and related error codes when invalid (email address invalid, email account invalid, email domain invalid)

With LexisNexis Email Search you can easily connect to expansive email intelligence that helps your business connect to consumers with greater precision, manage exposure to risk and maximize the returns of your outreach efforts. Take your contact strategy to the next level with LexisNexis Email Search today.



For more information, call 800.869.0751  
or visit [risk.lexisnexis.com/collections-and-recovery](https://risk.lexisnexis.com/collections-and-recovery)

#### About LexisNexis® Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses across multiple industries and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit [www.risk.lexisnexis.com](https://www.risk.lexisnexis.com) and [www.relx.com](https://www.relx.com).

Our solutions assist organizations with preventing financial crime, achieving regulatory compliance, mitigating business risk, improving operational efficiencies and enhancing profitability.