Real-Time Email Append – Technical Details

Overview

FreshAddress, Inc. offers a web service which can help you instantly obtain an email address for any matched name & postal record. Our email appending technology finds deliverable email addresses for up to 10+% of your postal lookups. We offer unparalleled match rates and data accuracy due to our proprietary internal database of over 835 MM opted-in records and our exclusive list hygiene processes. Our real-time email appending can also be integrated with our Real-time Email Confirmation Technology service (REACT), where every appended email can be validated at an account level.

How the service works:

- The service runs as a web service available for querying
- A request is sent to FreshAddress via a URL string
- FreshAddress will then return the most recent corresponding email address available

FreshAddress servers return a simple page with the results of your lookup, ready to be scraped by your COM object or other method.
Configuration

Account Setup

FreshAddress will provide you with a ‘contract number’ and a ‘company number’. These numbers must be passed to the web service with every request made. This allows FreshAddress to verify your credentials & track your activity.

Base URL

http://rt.freshaddress.com/v4?

Required Variables

- Service= AppendEmail
- Contract= ID provided by FreshAddress, Inc.
- Company= ID provided by FreshAddress, Inc.
- FName (optional for household match type)
- LName
- Addr1
- City
- State
- Zip

Optional Variables

- Format= html (default) / xml / txt / json
- MatchType= AI (default) / AH / J / H
  Where:
  - AI - Advanced individual is representing individual matching that employs first name variation techniques. In such case, Bill Kaplan for example, will be recognized as William Kaplan as well and if matched in either variation will return the same email address.
  - AH - Advanced household, where the FName field is optional
  - I - Standard individual, exact match where first name (FNAME) is required
  - H - Household match, exact match but for the first name
- React= RM (default) / VM / VS
  Where:
  - RM – Raw Match: Appended email will not be processed through FreshAddress’s REACT service.
  - VM – Validated Match: Appended email has been processed through FreshAddress’s REACT service.
  - VS – Appended email has been processed through FreshAddress’s REACT service and email provided will be a suggested correction, if available.
Validation Results

- If a match is found (Status=F), you will be returned the following fields:
  - Email
  - Matchtype

- If a match is not found (Status=N), or the request is invalid (Status=E), you will be returned:
  - Status
  - Message
  - Object

Building a Valid Request

To use the service in this document (email append) you must include the following URL variable:

Service=EmailAppend

Furthermore include your ‘contract number’ and ‘company number’ which FreshAddress has provided you with, e.g.:

Contract=123
Company=321

The variables which will change with each request made to the service are the postal info, e.g.:

Fname=Austin
Lname=Jordan
Addr1=36 Crafts St
City=Newton
State=MA
Zip=02458

Using the above, the request would be:

http://rt.freshaddress.com/v4?Service=AppendEmail&company=321&contract=123&Fname=Austin&Lname=Jordan&Addr1=36 Crafts St&City=Newton&State=MA&Zip=02458

Note: Only the postal info variables should change with each request to the service.
Example Requests and Responses

For the purposes of this section, we assume [URL] contains everything except the ‘postal info’ variables. See ‘Building a Valid Request’ for details.

Request:

[URL]&Fname=Austin&Lname=Jordan&Addr1=36%20Crafts%20St&City=Newton&State=MA&Zip=02458

Response (HTML):

<div id="Email">Ajordan@freshaddress.com</div>
<div id="MatchType">AI</div>

Request:

[URL]&Fname=SomeFName&Lname=SomeLName&Addr1=1%20Fake%20Address&City=Unknown&State=NA&Zip=01234

Response (HTML):

<div id="Status">N</div>
<div id="Message">Not Found</div>
<div id="Object"></div>

Request:

[URL]&Fname=Austin&Lname=Jordan&Addr1=36%20Crafts%20St&City=Newton&State=MA&Zip=02458

Response (HTML):

<div id="Status">E</div>
<div id="Message">Invalid Credentials</div>
<div id="Object">null</div>

Request:

[URL]&Service=AppendEmail&Contract=123

Response (HTML):

<body><h2>HTTP ERROR 500</h2><p>Problem accessing /v4. Reason:<pre>    Account Unknown</pre></p></body>
Examples of Alternate Validation Response Formatting

By default, FreshAddress’s output response format is in simple HTML. In the example above the line breaks are outputted via the <BR> tag. By adding a ‘format’ variable to the URL, you are able to have the response outputted in XML or JSON, e.g.:

Request:

```
[URL]&Fname=Austin&Lname=Jordan&Addr1=36%20Crafts%20St&City=Newton&State=MA&Zip=02458&Format=XML
```

Response (XML):

```xml
<?xml version="1.0" encoding="UTF-8"?>
<response>
  <Email> ajordan@freshaddress.com </Email>
  <MatchType>AI</MatchType>
</response>
```

Request:

```
[URL]&Fname=Austin&Lname=Jordan&Addr1=36 Crafts St&City=Newton&State=MA&Zip=02458&Format=JSON
```

Response (JSON):

```json
{
  "Email" : "ajordan@freshaddress.com",
  "MatchType" : "AI"
}
```
Recommendations

We recommend that a maximum response wait-time be coded. In doing so, should the worst-case scenario of extreme network congestion occur, the lookup process would be skipped.

Problems & Questions

The FreshAddress email append system is hosted in the cloud and self-monitoring. In the event of downtime or error conditions, FreshAddress technical support is immediately notified.

Requests to the service are not case sensitive. Summary usage is stored and detailed activity logs can be pulled upon request.

The email address string passed to the service can either be in plain text or URL-encoded. Encoding is not necessary, but is available as a precaution to ensure the safe transmission of special characters (e.g. the ampersand (&)), which would not otherwise transmit correctly.

The actual service URL you should utilize will be given to you upon execution of your contract. It supports either http: (port 80) or secure https: (port 443) access and it is your choice of which to use.

For fastest service, all technical support & implementation questions should be directed to listprocessing@freshaddress.com. Alternatively, during standard office hours, calls can be directed to (617) 965-4500 x222.

Notifications of code updates or account problems will be sent to the technical contact on file. Make sure FreshAddress is always informed when your technical contact changes.