



# Alum*Touch*

*Find • Connect • Grow*

A Product Of  
**CityTWIST**

1200 N. Federal Highway, Suite 417  
Boca Raton, FL 33432  
(866) 942-2489



# Our Expertise

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CityTwist was developed in 2003 by a team of computer scientists and data architects with long histories in delivering permission based email communications.

Born from direct mail and email marketing careers, we believe there is a better way to get your message out to your alumni.

It is from this sentiment, and many years of investment and work, that CityTwist's AlumTouch product offerings have been delivered to the marketplace.

# Our Technology

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CityTwist's distributed supercomputing technology ensures delivery of each email to the alumnus' inbox. Our proprietary email delivery technology is so powerful that it is the backend outsourced delivery engine for many of our competitors.

This enabling technology, coupled with our huge database of 125 million subscribers, puts the power of (i) communicating with your alumni with the touch of a button, and (ii) finding long lost alumni, in the hands of all colleges.

AlumTouch creates a unique value proposition for universities wanting to effectively and affordably stay in touch with all of their alumni.



# Our Data

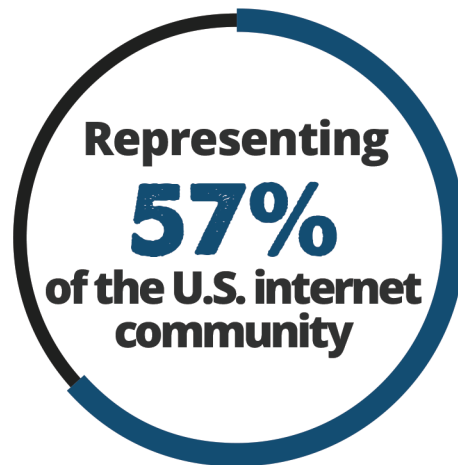
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**CityTwist maintains  
a dynamic database of**

**125 MILLION**



**unique subscribers.**



Each subscriber has requested to receive email communications and has provided the following information that has been verified:

- ☒ Full Name
- ☒ Complete Current Postal Address (updated regularly for new movers)
- ☒ Verified Deliverable Email Address (often multiple)
- ☒ Date and Time Stamp When the Consumer Opts In
- ☒ Source of Opt-in
- ☒ IP Address (if available)

# Our Services

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**Email Append** - add or update email addresses to your existing postal database.

- CityTwist customers only pay for guaranteed deliverable emails
- Match rates range from 15-30%
- Average turn-around time is 2 weeks
- In-house opt-in email database of over 125 million records



**NCOA (National Change of Address)** - CityTwist is a U.S. Postal Service license holder, authorized to update the physical address of consumers that have moved.

- Match your postal file with the US Postal Database to correct/confirm your records
- Save money by reducing your returned direct mail
- Increase email append match rate with NCOA



**Phone Append** - add or update telephone numbers to your existing database.

- Most precise matching process available
- Match rates range from 30-65%

## There is no down side risk!

Communicating directly with vast numbers of alumni for free, and finding those that have moved, provides significant endowment opportunities.



# Our Clients

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CLEMSON<sup>®</sup>  
UNIVERSITY



LAFAYETTE  
COLLEGE



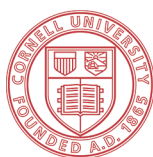
SAN DIEGO STATE  
UNIVERSITY



IOWA STATE  
UNIVERSITY



Bucknell  
UNIVERSITY



Cornell University



PURDUE  
UNIVERSITY



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

UK<sup>®</sup>  
UNIVERSITY OF  
KENTUCKY



MISSISSIPPI STATE  
UNIVERSITY

UNIVERSITY OF  
Cincinnati

UA  
LR

# Contact Us

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Whatever your need we are here to help. Do not hesitate to contact one of our specialists today. Our customer support team is trained to cater to your School or University.

**Customer Service-Sales:** (866) 942-2489

**Fax:** (866) 220-1051

**Email:** [customerservice@alumtouch.com](mailto:customerservice@alumtouch.com)

## Office Location

1200 N. Federal Hwy.  
Suite 417  
Boca Raton, FL 33432

[www.alumtouch.com](http://www.alumtouch.com)





# Testimonials

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"We are very pleased with the results obtained through the services offered by CityTwist, they promised a two week turn around and a 15% match rate, which was true. One week later we emailed all our new addresses and got a very low hard bounce rate, less than 2%. Overall it was a very smooth easy process and **the services offered by CityTwist are professional and accurate.**"



**Adriana Bitoun**

*Dir. of Advancement Services  
Cal State Dominguez Hills*

"After past email appends with another vendor, I was hesitant to do another process because every year we ran the process we received less email addresses. This resulted in us having to pay an expensive minimum charge. When CityTwist approached me I was surprised to not only find out how low their minimum charge was but also their cost per email address found. Based on that we went ahead and did an email append with them. **Not only was our charge lower this year but CityTwist was able to find three times as many addresses as we received by a run in the prior year.**"



**Joe Lambert**

*Director of Operating Systems  
University of Cincinnati*

"We have been very satisfied with our email append from CityTwist. The staff we worked with were very thorough and honest with us and we felt the cost of the service was very reasonable. **The data we received back was better than other email append services we have used in the past.** I would recommend CityTwist to other clients and we will also look at using their service again in the future."



**April Barker Jensen**

*Dir. Advancement Services  
Utah State University*

"**CityTwist's email append services took our ability to email our alumni from marginal to outstanding.** We were able to increase the number of good, viable addresses for our alumni significantly. Best of all, the process from our end was super simple. **CityTwist did all the work and we reaped all the benefits.** We would definitely use CityTwist for an email append again in the future."



**WESTERN STATE  
COLORADO UNIVERSITY**

**Tonya Van Hee**

*Alumni Relations Director  
Western State Colorado University*