



## News Release

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### **Sifting Through the Misinformation: AccuSure Helps e-Retailers Make Hot Leads Hotter**

*Accudata lead-validation service ensures online retailers have accurate information*

**DALLAS – April 23, 2007** – Everyone’s done it at some point: left inaccurate contact information, purposefully or accidentally, on a Web site. It might not mean that much to the average consumer, but to companies like lending institutions, auto retailers and e-commerce sites, each piece of inaccurate information can result in a significant amount of wasted time and resources.

So, how can these companies cope with incorrect information? It’s as simple as lead validation. This is particularly important for e-retailers that rely on collected data to generate leads, since bad or invalid information can result in not only lost time and investments, but also fraud. For that reason, Accudata Technologies introduces AccuSure, an Internet lead-validation service that can verify that the most critical sales information that companies collect via the Internet is accurate and current.

“E-retailers spend an inordinate amount of time and resources trying to set up new customers for their online marketing programs with the wrong data,” M. Gregory Smith, Accudata CEO, said. “Simply utilizing a solution like AccuSure to validate information can significantly reduce wasted time and stop fraud before anyone becomes a victim. And what company doesn’t like to save time and money?”

For as little as five cents per lookup, AccuSure starts with a phone number and can confirm that the number is operational and registered to the correct user. The service also can determine whether each telephone number is serviced by a wireless or landline provider. Validation can be done using pre-collected telephone numbers or in real-time – based on the company’s needs. Additional validation information is also available.

So, what does it all boil down to? More reliable data for online marketing programs.

**About Accudata Technologies**

*Multi-award winning Accudata Technologies provides flexible access to data validation through innovative approaches to data transmission. The company serves as an access hub for validating information associated with traditional, mobile and IP-based telephone numbers. Its validation services include translating information between diverse protocols such as SS7, PSTN and IP in order to access local number portability and line information databases (LIDBs), name and address information (BNA) and bankcard transaction verifications. Additional information regarding Accudata can be found on the company’s Web site: [www.accudatatech.com](http://www.accudatatech.com).*