Fact Sheet

OneKey Opt-In Emails

Daily verified healthcare provider email addresses

Reach healthcare providers (HCPs) with the highest level of precision and deliverability through OneKey's latest and most responsive opt-in database of HCP email addresses. Every email address is matched to a provider name, specialty, site name, street address, phone number, provider identifier, provider license, and other data attributes in the OneKey database.

Features:

OPT-IN CONSENT

ALL AVAILABLE
Our 3 million email addresses include both business and personal email domains

COMPLIANT
Email addresses are CAN-SPAM compliant and satisfy best practices for B2B email marketing

RESPONSIVE
7-12% average total open rate (2020)

Expertly sourced, maintained, and approved for use

1 LINKED TO ONEKEY

- OneKey reference data is the foundation for OneKey opt-in emails
- Obtain all the same targeting attributes for your commercial success

2 SUPERIOR COVERAGE

- Contains emails for 70% of U.S. physicians
- Response rates are superior, thanks to proprietary "best address" scoring

3 IMPROVED QUALITY

- Monitored daily for opt-outs, bounces, or other quality issues
- Cleansed monthly by a third party
- Audited annually by BPA Worldwide

4 HCP OPT-IN

- Every email is obtained through clear, direct consent
- HCPs, including physicians, NPs and PAs, pharmacists, nurses, and optometrists, are sent a welcome letter to reaffirm their consent on email addresses

Latest counts:

3M

email addresses: physicians, NPs and PAs, pharmacists, nurses, and optometrists

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onekeydata.com/contact

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