

# McPHERSON ASSOCIATES, INC.

## Fresh Address Data Transfer Instructions

### Creating your Data Files

1. Create two separate files
  1. Your customer postal records that are missing e-mails
  2. A suppression file detailing the e-mail addresses that have previously opted-out.
2. Please export your list as a tab delimited text file (\*.txt) with a header row.

All fields are required unless otherwise noted:

UNIQUE-ID  
FIRST NAME  
MIDDLE NAME (optional)  
LAST NAME  
ADDRESS1  
ADDRESS2 (optional)  
CITY  
STATE  
ZIP

3. Label the files as follows
  1. OrganizationName\_MissingEmails
  2. OrganizationName\_Suppression
4. Please do not transmit unnecessary fields (ex. SS#, date of birth, surname, etc.), as they will be deleted and not returned with your results.
5. If you have any data formatting questions, contact the FreshAddress List Processing Team either via email or at 617.965.4500.

**\*\* NOTE: Improperly-formatted lists will be charged a Data Formatting Fee.**

### Transmitting your Data Files

FTP Server: listprocessing.freshaddress.com  
Username: mcpherson  
Password: en2gn4eRTv (case-sensitive)

Once you have uploaded both files to the FreshAddress FTP site, please send an e-mail to [listprocessing@freshaddress.com](mailto:listprocessing@freshaddress.com), CC-ed to [csmith@mcphersonassociates.com](mailto:csmith@mcphersonassociates.com) to confirm upload.