experian™
data quality

Email verification

Improve email list hygiene with email verification

Experian Data Quality's email verification solution is an industry-leading software solution to help you achieve the best results possible from your email marketing, customer loyalty, or operational communication efforts.

It's easy to mistype an email address. Whether it's done on accident or on purpose, invalid email addresses are a lost opportunity to communicate with valuable prospects and customers. By validating email addresses, organizations reduce email bounce rates, improve sender reputation, increase deliverability, and improve overall email campaign performance. This ultimately leads to a greater return on investment for your email marketing programs.
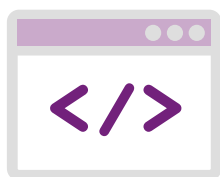
Benefits of validating emails

Ensuring your list has only valid and deliverable emails allows for better communication with clients. Sending email to invalid addresses negatively affects sender reputation and causes Internet Service Providers (ISPs) to filter and block your email.

Using email verification will:

• Ensure your messages reach the intended audience quickly and efficiently

• mprove overall email marketing performance

• Reduce resources needed to correct invalid data and maintain sender reputation with ISP

Features

Flexible deployment methods to suit any technical environment

Correction of potential typos to ensure you collect deliverable email addresses

Easy-to-understand, actionable reponse codes

Top security measures backed by Experian, a global leader in data privacy and security

Our email verification service can be used in three ways

Real-time validation at the point of collection

Experian Data Quality's hosted email verification solution increases data quality at the point of collection. Whether you choose to implement the software on your web forms, at point of sale, or in a call center environment, we will help you catch mistyped email addresses and prompt customers to make corrections while they're still engaged.

Automated batch hygiene

Email address files are automatically uploaded to a secure FTP website on a daily, weekly, or monthly basis for validation. Once complete, you will receive an email notification that the file and its results are put back onto the secure FTP site for retrieval.

List validation

Email lists can be validated on an ad hoc basis depending on your need or preference. Experian Data Quality will process your file and provide you with a summary of the results.

By using email verification software, you can accurately identify whether an email address is valid and deliverable, allowing you to remove harmful email addresses before you mail.

Email correction examples

Email entered	Type of error	Correction
jonthompson@gmial.com	Mistyping	jonthompson@gmail.com
ted_king@yaho.co	Omitted letters	ted_king@yahoo.com
john.doe@sbcglobal.com	Incorrect domains	john.doe@scbglobal.net

Ready to get started? With Experian Data Quality's email verification solution, you'll be confident that you're only collecting accurate and complete email addresses. Start your free trial today!

Try it now