

# Experian Data Quality

## Email Validation

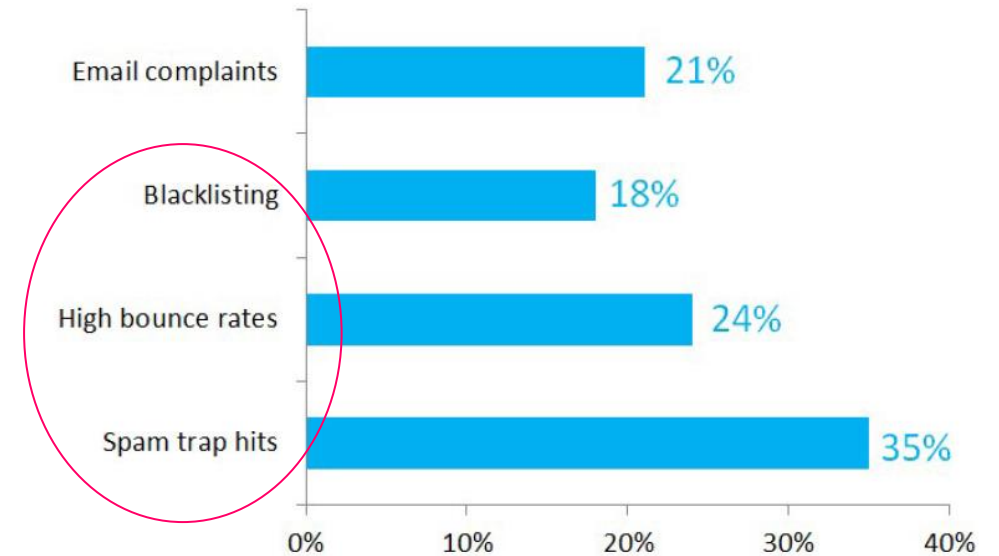
Concept & Cases

# The Delivery Difficulty

## The top factors impacting sender reputation

- Volume of email sent
- Complaint and hard bounce rates
- Spam trap hits and blacklists
- Content of email campaigns
- Consumer engagement (inactive subscribers)

## The top factors affecting delivery



The need for an effective Data Quality/ Email Validation tool

# Experian Data Quality's Email Validation

- Accurately identify whether an email address is valid and deliverable
- Tool to remove harmful/incorrect email addresses from the database before you mail
- Our system performs multiple checks on the syntax, domain, mail server and account
- Works on business and consumer email domains like Yahoo!, Gmail, Hotmail and more.



# Benefits of Email Validation

Communicate better with your clients and prospects

01

Reduce  
bounce rates



02

Improve sender  
reputation



03

Increase  
deliverability



04

Improve overall  
email performance



Greater  
return on investment  
for your email marketing program

# Two ways of Email Validation

01

Real-time e-mail verification



- Catch mistyped email addresses and prompt customers to make corrections.
- Remove errors at the point of collection – web forms and landing pages, ecommerce shopping carts, and call centres

02

Batch verification



- Email IDs are uploaded to secure FTP for validation on ad hoc basis.
- a summary of the email list cleansing results provided later

# Email Validation - Response codes & action points

## Verified

- The address appears to be deliverable and not an illegitimate or disposable account.

 Start mailing right away

## Unreachable

- 'Invalid domain'; either no DNS records, invalid ones, or there isn't a mail server listing.

## Illegitimate

- Known trap, monitoring domain, black hole, or other potentially harmful address.

## Undeliverable


- The address is not deliverable – it doesn't exist or it's suspended.

## Disposable

- Belongs to a disposable email address provider.

## Unknown

- The address doesn't appear to be nefarious (as far as we know), but we can't determine if it is deliverable or not.

 you add them to list – rechecking in future

 Remove Email IDs from mailing list

# Demo of Experian DQ

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Try it now

Enter an email address below to see how our email validation works.

Your email address

me@example.com

You have 10 searches remaining today.  
(Internal IP address)

Validate

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<https://www.edq.com/email-verification/#email-validate>

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# Case Studies

Jos Alukkas, Mobikwik, Reliance Digital



# Real time data validation case of jewellery group



## About Jos Alukkas:

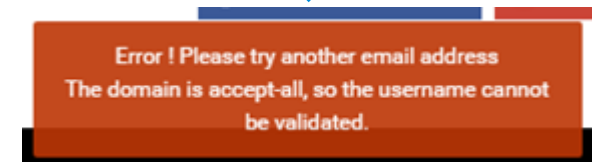
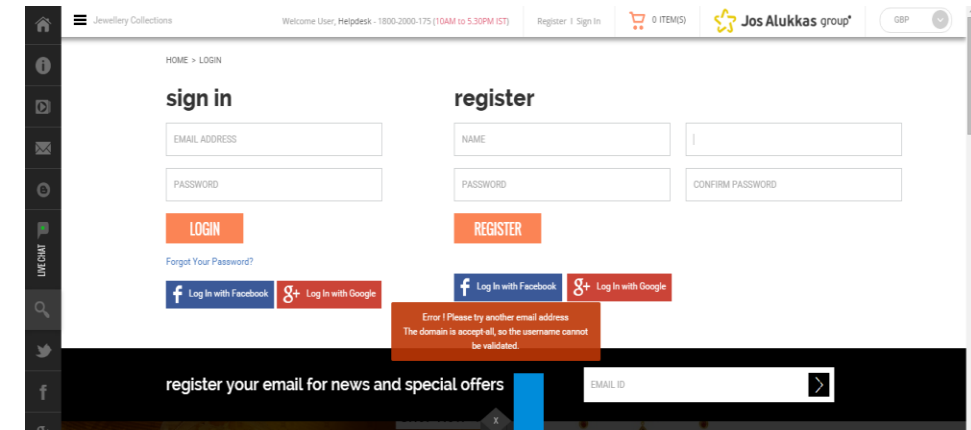
- Jos Alukkas & Sons is Kerala, India based jewellery group.
- Jos Alukkas has opened 28 jewellery showrooms all over India.
- It was among the first few e-commerce jewellery website in India.

## The Challenge:

- Invalid email address were getting added to the database resulting in ineffective targeting

## Solution:

- Implemented **Real Time Data Validation** at the point of collection [website]



- Help catch mistyped email addresses and prompt customers to make corrections
- Reduced dependency on manual cleaning of invalid data

## Real time data validation case of jewellery group

### THE IMPACT

#### Stable Inbox Placement

- For all major ISPs Gmail, Yahoo & Yahoo India continuously above 90%

#### Improved Subscriber Targeting

- Using Data validation to create subscriber segmentation by improving Data Quality

#### Removing Unverified Database

- Almost 10% of unverified database was removed and mailer were sent to valid and deliverable addresses

#### increased performance metrics

- Click rates improved by 70% post removing unverified database
- improved engagement resulted in improved sender reputation



# A Mobile wallet & online payment company

## About MobiKwik

- MobiKwik is one of the largest mobile wallet & online payment company
- As of April 2015, MobiKwik is used by 15 million users and "claims to be adding one million new customers every month", according to Forbes India Magazine

## Challenges

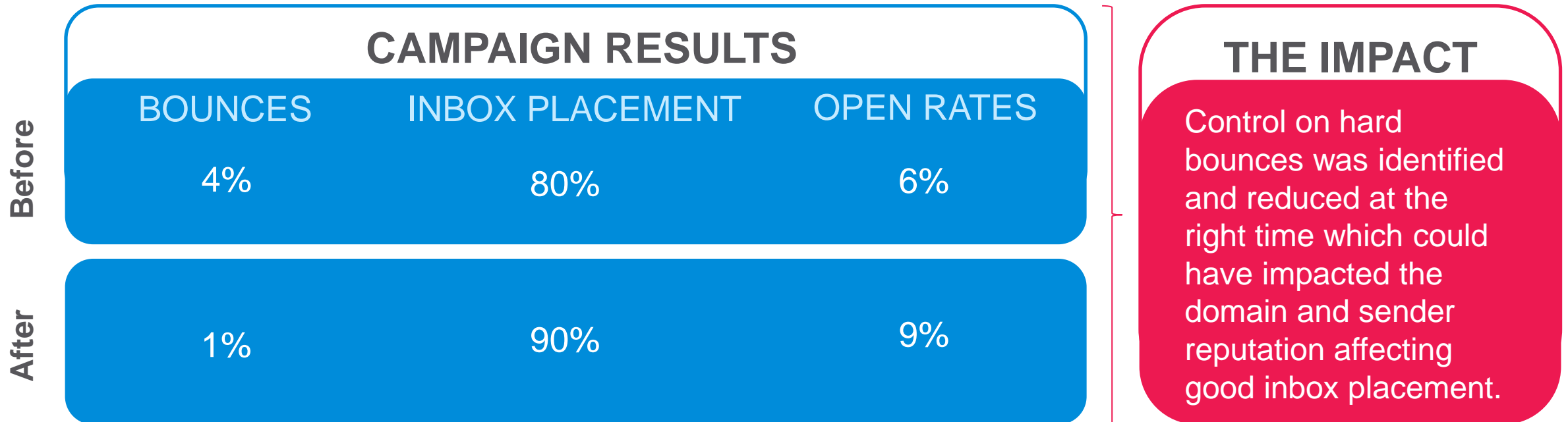
- Effectively clean the email ID database to get the higher deliverability and better results

## Solution:

- QAS done for **13 mn Data in batches**

# A Mobile wallet & online payment company

## The Results



## Offline retail giant enhances deliverability through EDQ



### About Reliance Digital

- Offline electronics retail group from Reliance Group
- 150 international and national brands and over 4000 products

### Challenges

- Data/email IDs collected at the stores and manually recorded
- Lot of errors on the data - syntax errors, spelling mistakes, illegitimate IDS

### Solution:

- Email verification implemented on the **1.9 mn data collected at stores** monthly
- Starting from a pilot validation done on store collected data, successfully implementing it every monthly

## Offline retail giant enhances deliverability through EDQ

### The Results

