experian™

Email Validation

Improve your email communication effectiveness with Experian's Email Validation solution

Reduce bounce rates, improve sender reputation and increase deliverability by validating your email addresses

Improve communication with clients and prospects

In today's world, legitimate email campaigns are in competition with the billions of spam emails issued on a daily basis. To ensure the success of any email campaign, organisations need to do more to improve deliverability and reduce the chances of being filtered out by an ISP or blocked as spam. One of the single most important factors in improving deliverability is ensuring the accuracy of the email data held on your mailing list.

Whether you maintain email addresses for marketing, general customer management in retail/utilities or more compliance and risk focused business operations, you must be able to ensure that the emails you maintain are accurate, well-formed and live; enabling you to maintain contact with your customers and prospects.

The market leading solution from a trusted partner
People often mistype email addresses across the many channels through which organisations collect information. Accepting mistyped addresses is a lost opportunity to communicate with valuable prospects and customers.

By validating email addresses, organisations can reduce bounce rates, improve sender reputation, increase deliverability, and improve overall email performance. This ultimately leads to a greater return on investment for your email marketing program.

Why Use Experian Data Quality?
Businesses and marketers use Experian Data Quality's email validation to ensure incoming data or contact lists contain only valid email addresses.

With industry-leading technology and unparalleled speed and accuracy, Experian Data Quality's email validation will ensure you only mail to valid and deliverable email addresses. User friendly response codes are provided to identify the validity of each email address.

Deployment Options
The email validation service can be utilised in three different ways.

Real-time validation at the point of collection
Experian Data Quality's premium hosted email validation solution increases data quality at the point of collection. Whether you choose to implement on your web forms, at a point of sale, or in a call centre environment, we will help you catch mistyped email addresses and prompt customers to make corrections.

Batch processing
Email address files are automatically uploaded to a secure FTP website on a daily, weekly, or monthly basis for validation. Within a few hours, the file and its results are put back onto the secure FTP site for retrieval.

Professional Services 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. This premium service will also screen your email list through our Data Quality platform to identify common issues and provide data on the make-up of your file.

Benefits to validating email addresses
Ensuring your list contains valid and deliverable email addresses allows your organisation to better communicate with clients and prospects. Sending email to invalid addresses negatively affects your sender reputation and causes ISPs to filter and block your email.

Using email validation will:

- Ensure your messages reach the intended audience quickly and efficiently
- Improve overall email marketing performance
- Reduce resources needed to correct invalid data
- Maintain sender reputation with ISPs

What types of errors does Experian Data Quality email verification fix?		
Email Entered	Type of Data Error	Email Validated
J pommers @ yahoo.com	Mistyping, including extra spaces	jpommers@yahoo.com
ted_king@yaho.co	Omitted letters	ted_king@yahoo.com
john.doe@sbcglobal.com	Incorrect domains	john.doe@scbglobal.net

Email Validation

In addition to correction of common errors, our service conducts real-time checks with each ISP, via SMTP, to ensure that the email address is live and active. This includes the ability to check the validity of emails maintained on 'accept-all' ISPs, such as Yahoo!, and ensures you can be more confident in your ability to contact your customers.

Product features

Experian Data Quality's email validation is the industry leading product that helps you achieve the best results possible from your email marketing, customer loyalty, or operational communication efforts.

- Pre-validation syntax check to ensure the email is well-formed
- Active validation of the email by communication with each Internet Service Provider
- Enhanced ability to resolve Yahoo! domain email addresses
- Full Reporting and MI
- Simple to use response codes
- No fee for "Unknown" responses
- Top data security measures- as you would expect from Experian

Our solution features:

- Flexible deployment methods to suit any environment