



— *Welcome to* —  
**REDPILLEMAIL'S**  
List Hygiene & Validation Guide

Data integrity is arguably the most crucial component of a finely tuned email-marketing program. The quality of a marketer's email data is the top factor in determining whether the organization's messages make it into the inbox or get treated as spam.

Whenever a marketer starts experiencing deliverability issues, the first thing an expert will look at is the company's email address collection practices: **Have they changed recently? Have you bought a list?**

How well an email marketing program performs can always, in large part, be traced right back to sources of email-address acquisition and the level of quality they deliver.

The eight companies that participated in this guide represent the best data-quality solutions on the market today. They answered dozens of yes/no questions in seven categories.

Before delving into this guide, it is important to understand the foundational concept on which it is built. The guide is not a **high-score-equals-good and low-score-equals-bad** reference.

Vendors are scored on a binary, yes/no basis. Either a vendor offers a particular service or it doesn't.

And failing to offer a particular service in no way reflects badly on a particular provider. Sometimes the decision whether or not to offer a particular service boils down to business focus. Other times it boils down to philosophy.

The subject of spam traps can be illustrative here. Some of the service providers in this guide offer spam-trap identification services. Others don't. All have good reasons for their decisions.

On one hand, if a marketer engages in certain best practices, such as verifying incoming email addresses using fully confirmed opt-in welcome messages, and avoids certain **less-than-best practices**, such as buying lists, there is no reason spam traps should ever enter their file. What is more, thousands of new spam traps come online every day. It is impossible to identify even close to all of them.

On the other hand, some **email-list-building** practices are inherently risky, such as addresses collected by sales associates, restaurant servers and affiliate networks. The marketer who employs such list-building practices may consider no extra level of protection to be overkill.

In permission-based email marketing, the answer to seemingly every question is **"it depends."** The answer to every question concerning the need for specific **hygiene-and-validation** services is no different.

Does an organization need service **X, Y or Z?** Well, it depends. The marketer whose **email-address-acquisition** practices are risky may see a need for all of them. A marketer with less risky acquisition practices will need fewer **data-hygiene** services.

A particular organization simply may not need all the services offered by a particular **high-scoring** vendor. It all comes down to the provider that offers the right package for a prospective client's specific needs.

All the vendors in this guide are gold-standard providers. They are all the best of the best. There is no bad vendor here. But among them will be the best vendor for your specific needs. To properly use this guide, you must first accurately assess the services you need and those you don't.

Because some list **hygiene-and-validation** services simply are not part of some vendors' business focuses, they have been removed from small portions of this guide. This way, you can find the vendors that offer the services you want, and the guide's scores will not reflect negatively on the vendors whose business focus is elsewhere.

As with any Red Pill vendor guide, the trick to using this one properly is knowing what you want before you open it.

Participating companies include:

***Experian Data Quality, FreshAddress, Impressionwise, Kickbox, TowerData, Webbula and XVerify.***



# Business Details

In comparison to other industries, anything email related by definition is going to be fairly young. But the reach, number of clients and retention rates of these vendors all indicate this is a sector offering services that came to be in great demand at rocket speed. Email isn't going anywhere. Neither are they.

One company of the seven that participated in this guide is public: Experian Data Quality. The rest are private.

The companies have been in business for an average of 12 years. Sixty percent have an international physical presence. Forty percent have a physical presence solely in the U.S. However, all operate globally. All of the platforms support English. Four support multiple languages.

The companies have an average of 1,680 paying clients and an average retention rate of 90 percent.

Seventy one percent of the companies belong to the Direct Marketing Association and the email experience council.

# Business & Pricing Model

While selecting a vendor based on price alone is never a wise move, cost and pricing structure are pretty much non-factors with hygiene and validation services. They are all competitive and similarly priced based on their rate-card information.

All the participating companies offer their platforms on a software-as-a-service, or SaaS, basis. One vendor offers its service on a licensed, or software, basis. Fifty six percent offer their services on a white-label basis.

## Pricing Structure

Seventy two percent of participating companies offer their services on a flat-rate basis. All of them price based on volume and offer tiered rates. All offer free trials. Seventy one percent of the companies offer term contracts. Their contract terms average one year.

## What You Can Expect to Pay

Based on volume, pricing starts at \$10 CPM for low-volume users and drops as low as \$1 CPM for high-volume users.

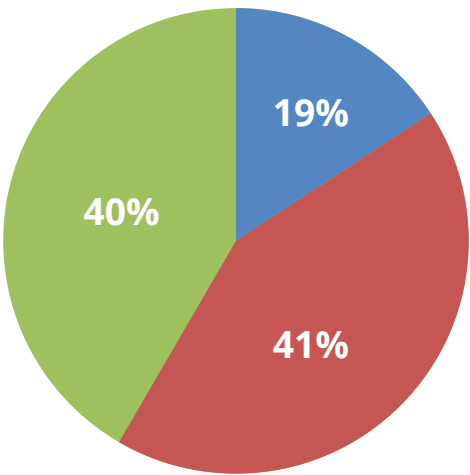
Setup times vary from less than a day to five days. Eighty six percent of the companies employ a reseller network.

## Targeted Markets

All of the companies participating in this guide focus to varying degree on all three markets: small, mid-market and enterprise. On average, 19 percent of their business comes from small-market firms, 41 percent from mid-market and 40 percent from enterprise.

### Targeted Markets

■ Small   ■ Mid   ■ Enterprise



Impressionwise is the most mid-market-focused vendor with 60 percent of its business in that sector. The other vendors are from 25 percent to 50 percent mid-market focused.

Not surprisingly, the sector with the lowest focus across the board is small-market. The company with the highest small-market focus is Kickbox, with 30 percent of its focus there.

FreshAddress, TowerData and Webbula each claim 50 percent of their business comes from enterprise. The rest vary from 20 percent to 40 percent.

### Full Service VS. Self Service

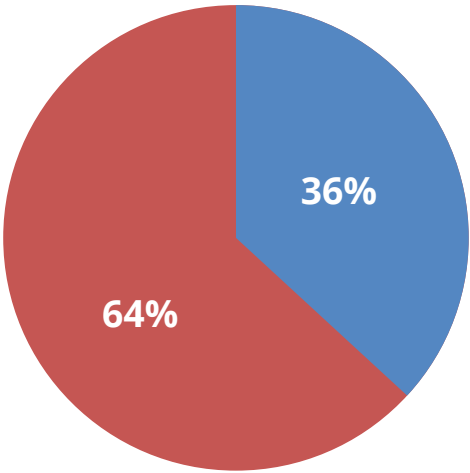
Full service versus self service is a personal choice. Some data-services users like the control of accessing and executing data services on their own. Others prefer to have services implemented on their behalf.

All participating companies except one offer a mix of full service, where services are implemented regularly on the client’s behalf, and self service. Kickbox is 100 percent self service.

Experian Data Quality is 70 percent full service. Webbula is 90 percent self service. Self service is more prevalent than full service in the email list hygiene-and-validation market overall.

Full V. Self-Service Users

■ Full Service   ■ Self Service



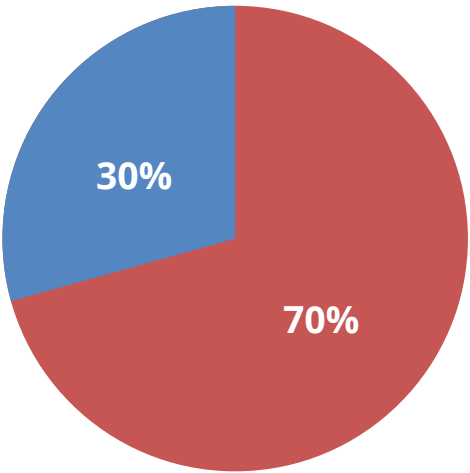
On average, 64 percent of the companies’ clients are self service and 36 percent are full service.

### Domestic VS. International and Client Mix

All the vendors in this guide operate globally. However, most of their focus is domestic. Participating companies on average focus 70 percent of their efforts on acquiring domestic customers and 30 percent of their efforts acquiring international customers. Four of the participating vendors focus 80 percent domestically.

Domestic VS. International Focus

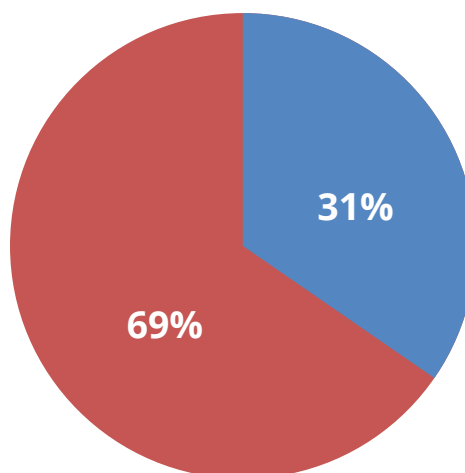
■ Domestic   ■ International



On average, 69 percent of the vendors' customers are B2C and 31 percent are B2B. One of the participating vendors, however, is 90 percent B2C, meaning the rest of the vendors have a more balanced client mix than the average would suggest.

### Client Mix

■ B2B ■ B2C



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# About The Platform

Individual vendor answers to the questions in this section are confidential. Specific answers on security, for example, would risk giving criminals a roadmap for attack.

The vendors will, however, make this information available to prospects. The purpose of this portion of the guide is to provide a handy checklist of all the platform features and functions you should be considering when you select a provider.

If all or most of the vendors have a specific feature you believe is important, then you know you can select just about any of them and be assured that feature is part of their solution. If just a small number offers a specific feature, you know you will have to ask prospective data-services vendors about that feature.

In some areas, it would be wise to ask specific questions, even though all the vendors claim to have a specific feature. For example, all of the vendors claim to have a disaster-recovery plan and platform redundancy, but if a prospective vendor is in earthquake country, it would be wise to ask about the steps that vendor has taken to protect against the potentially disastrous effects of an earthquake. Likewise if the vendor is in flood country.

## Operating Systems

All of the participating vendors claim their platforms are native, or developed internally, though some integrate with other vendors to varying degrees.

All of the vendors except one operate on Linux. One vendor operates has Microsoft as its primary operating system.

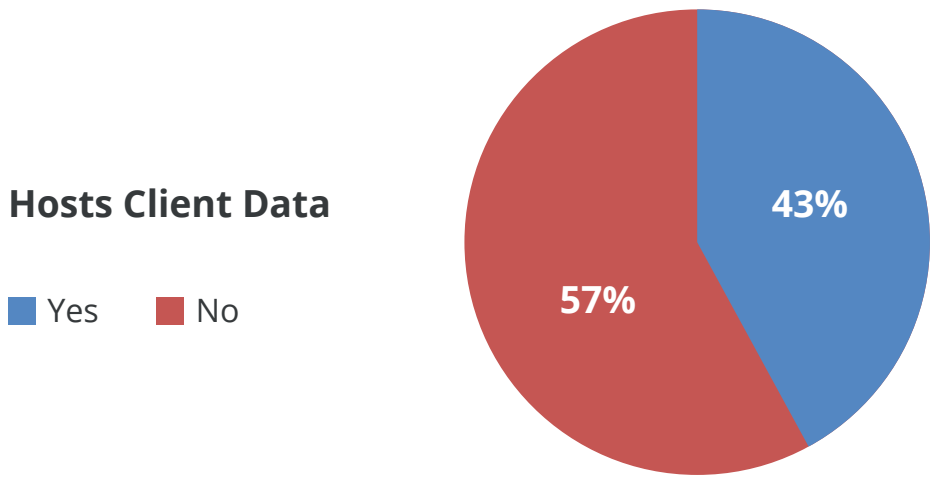
With one exception, all of the vendors' primary database management systems are SQL or MySQL. The exception manages data with BerkeleyDB.

### Record Volume

All of the participating vendors process high volumes of data. Monthly records processed vary from a low of 50 million to a high of 500 million, for an average of 187 million. Annually processed records go from 600 million to 6.5 billion, for an average of 2.3 billion.

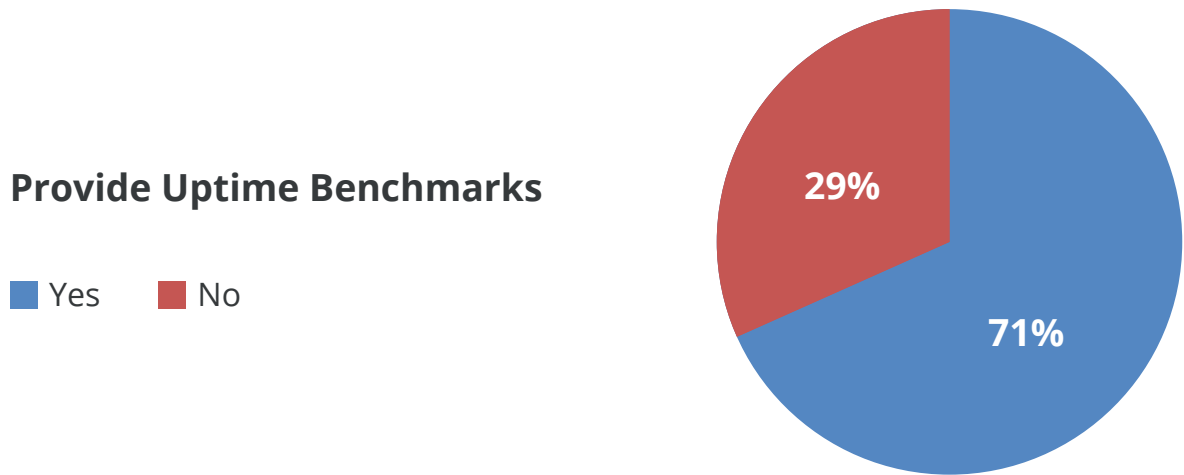
### Data Hosting, Uptime and Maintenance

Forty three percent of participating vendors host client data and 57 percent do not. Just one vendor has data-storage limits, and that vendor allows clients to keep results on its FTPs for 14 days before they are deleted.



There are no maximum records per account at any of the vendors.

Seventy one percent of participating companies provide uptime benchmarks, 29 percent do not. Seventy one percent offer service-level agreements, and 29 percent do not. Eighty six percent keep a maintenance schedule, 14 percent do not.



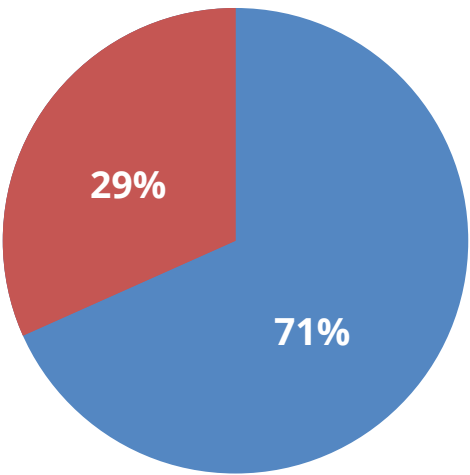
# Data Recovery, Redundancy and Security

Not surprisingly, 100 percent of the participating vendors said they have a data-recovery plan, platform redundancy and a security policy. They all also do background checks on employees and make them sign non-disclosure agreements as a condition of employment. Also, 100 percent of the platforms support Secure Sockets Layer, or SSL. All of the platforms also support IP-based restrictions.

Where the vendors vary is in some of the other types of security features and techniques they do or do not employ. One prospective customer may consider a particular feature important while another may not.

## Supports Record Encryption

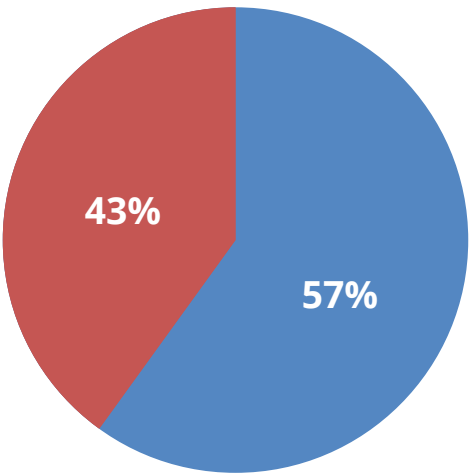
■ Yes   ■ No



For example, 57 percent of the vendors support geo-based restrictions while 43 percent do not. Seventy one percent of the vendors support record encryption, and 29 percent do not. Likewise, 71 percent of the platforms can encrypt data at rest—data that is not moving—and 29 percent cannot.

## Geo-based Access Restrictions

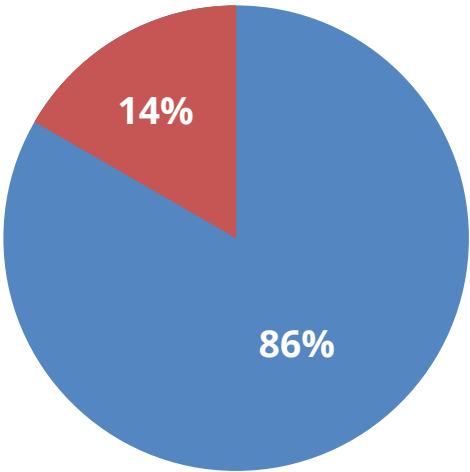
■ Yes   ■ No



Eighty six percent of the vendors log account activity, while 14 percent do not. Of those that log account activity, one allows logging to be disabled.

**Logs Account Activity**

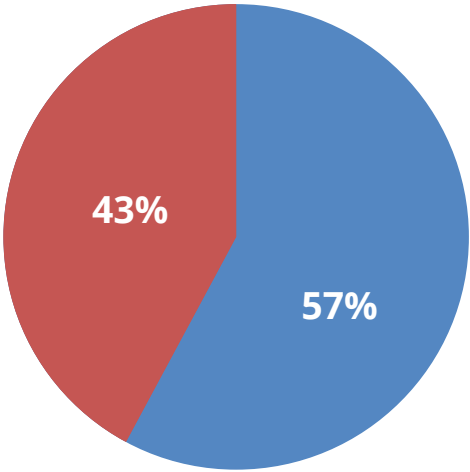
■ Yes   ■ No



Fifty seven percent of the vendors undergo regular, third-party, on-site equipment-and-technology audits and 43 percent do not.

**Regular 3rd-Party Audits**

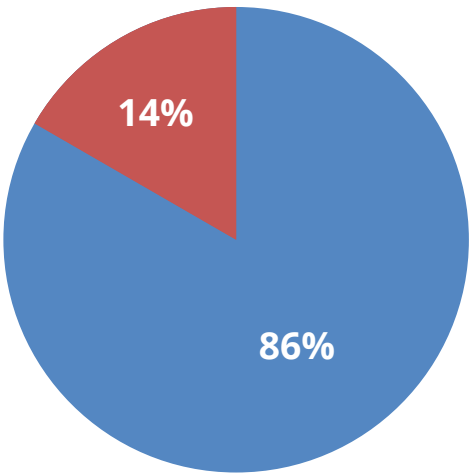
■ Yes   ■ No



Moreover, 86 percent undergo regular penetration testing where an outside expert tries to hack into their systems, while 14 percent do not.

**Regular Penetration Testing**

■ Yes   ■ No



One hundred percent of client data is processed and/or stored on company-owned servers located in the U.S.

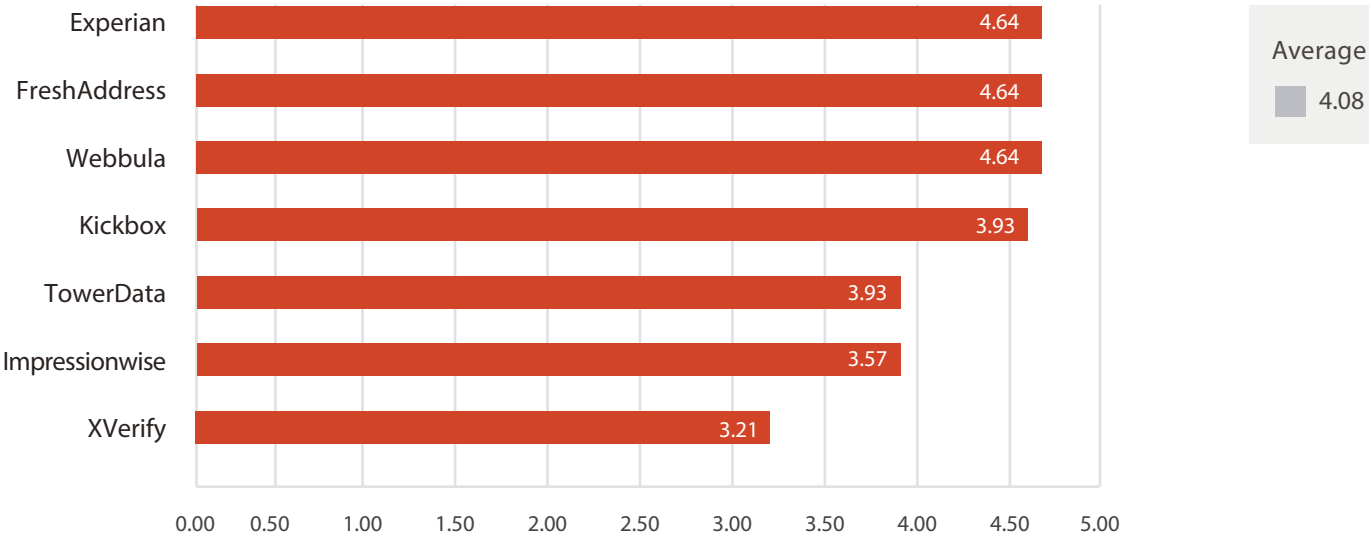
All the platforms support all the major browsers.

# Application Programming Interface Support

Percentages may not equal 100 as a result of incomplete answers. Fourteen percent of participating vendors support SOAP and 86 percent do not. Seventy one percent support GET/POST and 14 percent do not. 71 percent support JSON and 14 percent do not. All but one vendor supports REST. One supports WCF.

Seventy one percent of the vendors support bulk data import and export. Eighty six percent of vendors support single-record import and 71 percent support single-record export.

Not surprisingly, all the vendors have high security scores, with an average of 4.08 out of 5. It is important to note that none of them is lax. Data is their lifeblood. A lower score does not mean less security. It simply means the lower-scoring vendor does not offer or employ certain security features that a higher-scoring vendor offers or employs.



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# Verification



With an overall average of 4.55, all of the vendors score quite high in the area of email-address verification. All offer a wide array of features aimed at ensuring incoming email addresses are real, deliverable and supplied by someone who actually wants to receive email from the sender.

One hundred percent of the vendors check incoming addresses against request-for-comment (RFC) specifications, a commonly used method to check addresses for proper construction.

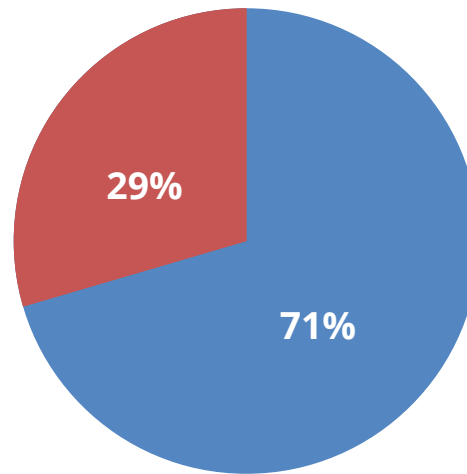
All of them verify B2B and B2C addresses. All of them check for invalid mail exchanger, or MX, records.

All of the vendors also check for disposable domains, a technique some people use when they must supply an email address to get a deal or discount but don't want to see further email from the sender. Filtering out disposable domains can increase a file's responsiveness.

Seventy one percent of the vendors check for email addresses that employ graylisting, or temporarily block incoming messages from new senders. Graylisted addresses cost the sender the resources needed to resend.

## Graylistings

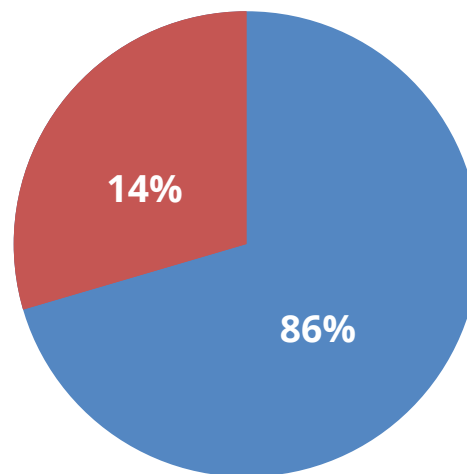
■ Yes ■ No



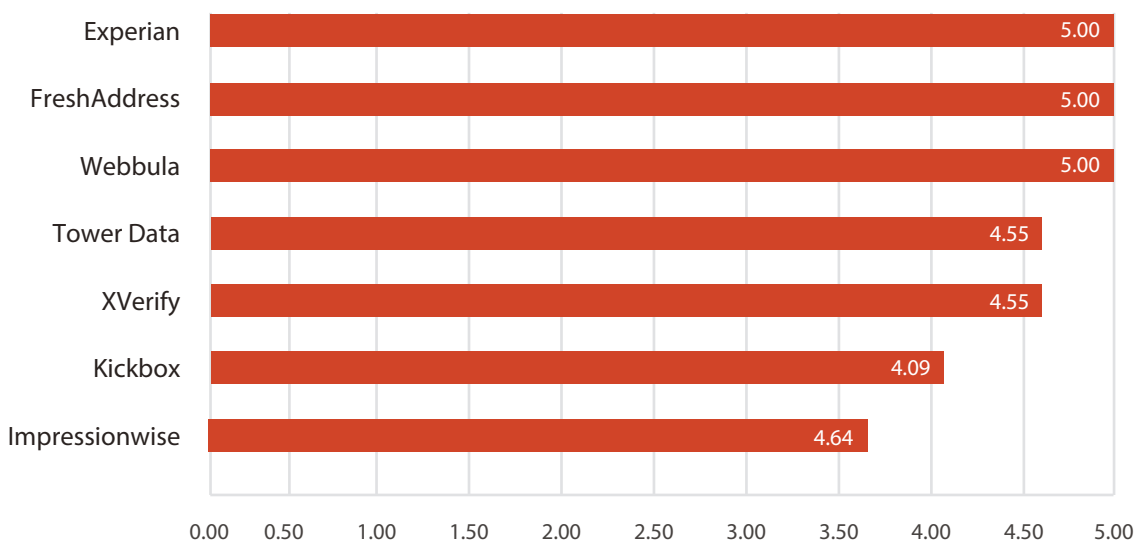
Eighty six percent of the vendors check incoming addresses for typos. Eighty six percent also apply their solutions to international addresses. Likewise, 86 percent monitor for bounces and suggest corrections to invalid addresses.

## Typos

■ Yes ■ No



Prospective clients can choose any of the vendors in this guide and feel confident they are getting a comprehensive email address verification solution. Of the 11 techniques commonly used to verify the validity of incoming email addresses, all of the vendors in this guide employ at least eight.



# Hygiene

While all the vendors in this guide check for role accounts (sales@, info@, etc.) and bogus addresses, three of the vendors in this guide, Experian Data Quality, Kickbox, and XVerify for business reasons, do not offer many of the wide array of hygiene services offered by other vendors.

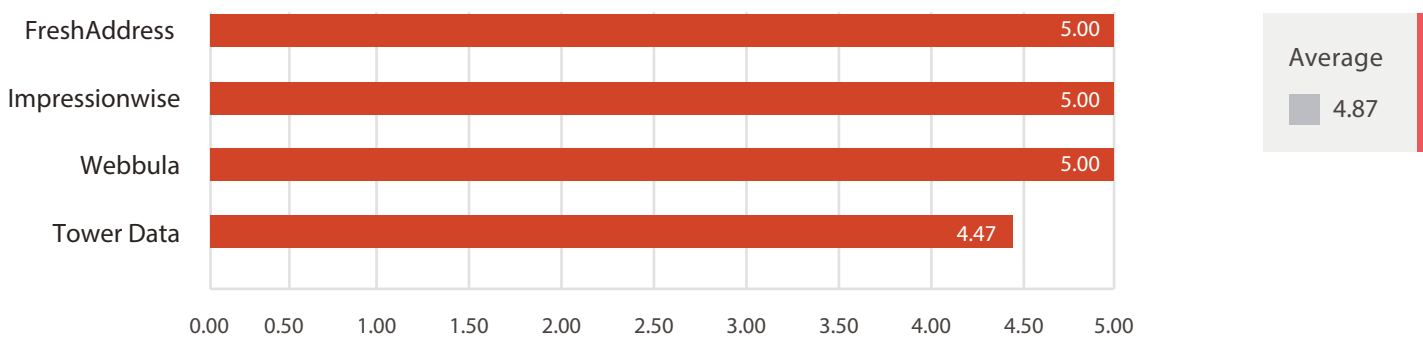
Rather than include them and give them a low score in an area that is simply not a business focus, they have been removed from the hygiene section.

Prospective clients who are interested in email list hygiene services beyond checking for role accounts and bogus addresses should consider the other vendors in this guide.

Three of the remaining four vendors ticked yes in every hygiene category. They monitor for spam traps, moles, trackers, zombies, bogus addresses, complainers, scammers, profanity, role accounts, SMS domains, malicious, fictitious and litigious entries, anti-spam organizations, third-party seed addresses, and leading and trailing spaces. These three also check addresses against the Direct Marketing Association's email preference service.

As a result, they scored a 5 in hygiene.

All four of the remaining four monitor for bogus addresses, complainers, scammers, profanity, role accounts, SMS domains, malicious, fictitious and litigious entries, and leading and trailing spaces.



Remember, this guide is not about which is the “best” vendor. If it’s in this guide, it’s one of the best vendors in the industry. Rather, this guide is about selecting the most appropriate vendor according to the specific needs of an organization.

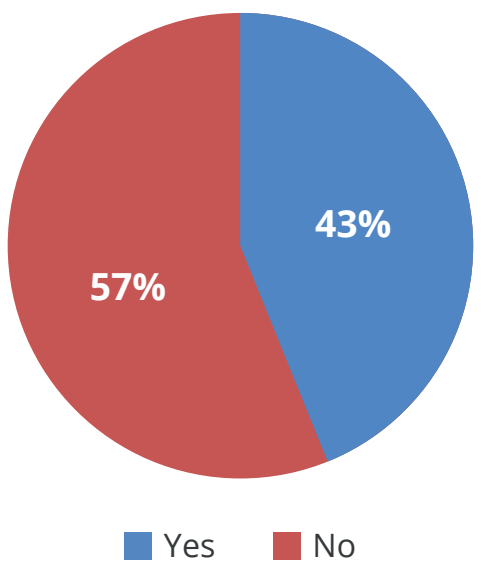
Email verification and hygiene needs can vary quite a bit, depending on list-building efforts. For example, anyone who had ever worked with affiliates knows that some of them can operate pretty sloppily. As a result, a marketer with a vast affiliate network feeding email addresses into its system on a commission basis will need a wider array of verification-and-hygiene techniques employed on their behalf than a marketer acquiring addresses on a fully confirmed opt-in basis.

# Training & Support

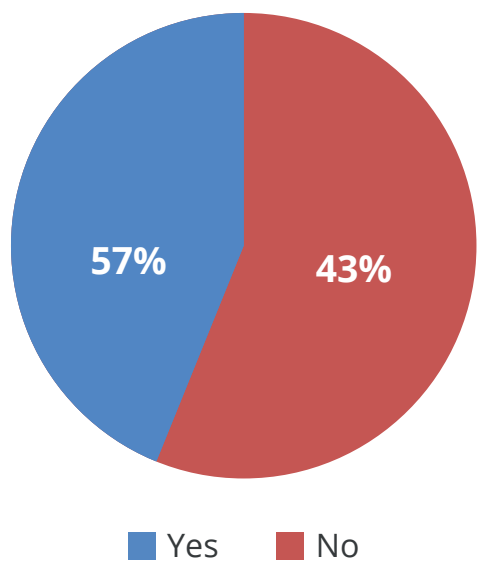
Not every vendor in this guide offers on- or off-site training. But if they're not offering it, it's because clients aren't calling for it.

Forty three percent of participating vendors offer standard on-site training. Fifty seven percent offer standard vendor-site training.

Standard On-Site Training



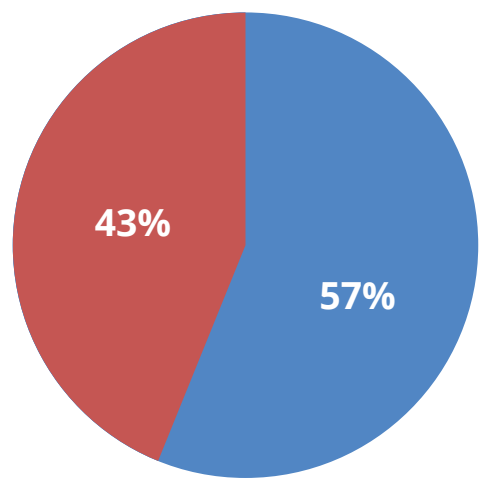
Standard Vendor-Site Training



Fifty seven percent also offer anti-spam training. Like any other kind of training, to some senders anti-spam training will be unimportant because they're already well versed on the subject.

Anti-Spam Training

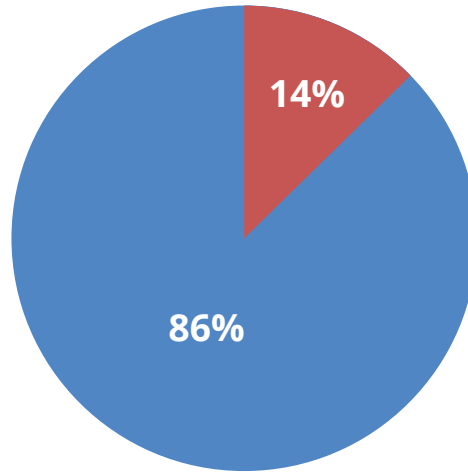
■ Yes   ■ No



One vendor offers platform certification.

### Platform Certification

■ Yes ■ No

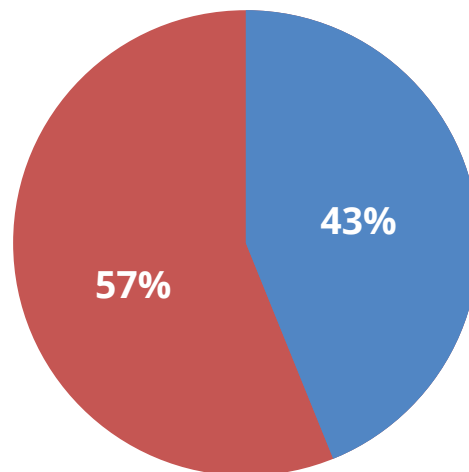


All of the vendors offer comprehensive user documentation, searchable online help, and technical and implementation support.

Forty three percent of the vendors make premium support available. Typical resolution time for issues that may arise varies from one to four hours.

### Premium Support

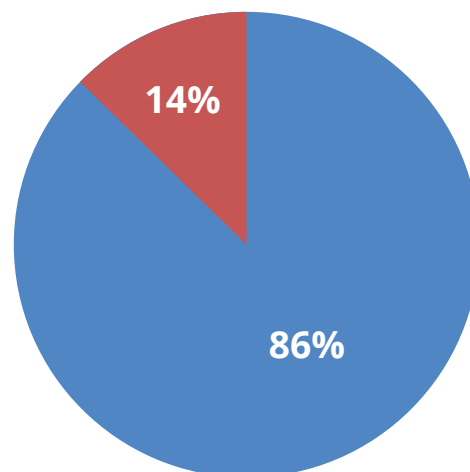
■ Yes ■ No



All of the vendors assign an account manager to each client. Eighty six percent of them assign an account team.

### Account Team

■ Yes ■ No



## Conclusion

The vendors in the guide offer some of the most critical services necessary for a successful email marketing program. When problems arise in an email marketing program, such as plummeting open and response rates, the issue can often be traced back to data practices at the point of acquisition.

Email validation-and-hygiene providers are a business embodiment of the adage: "An ounce of prevention is worth a pound of cure." But the proper ounce of prevention will vary from organization to organization depending on email-address acquisition practices.

What one prospective client may consider overkill, another may consider a necessity.

A user of email validation-and-hygiene services must first figure out where any problems may arise in their address-acquisition practices. An accurate assessment of possible points of failure will naturally lead to what types of prevention services will be required of an email validation-and-hygiene provider.

# Additional questions included the following:

## How do you account/measure for accuracy?

### *Experian Data Quality:*

Multiple levels of checks are performed on emails to determine whether they are valid. Methods include real time SMTP checks as well as other proprietary methods. All methods are continually reviewed for consistency of results.

### *FreshAddress SafeToSend®:*

At FreshAddress, we take tremendous pride in the accuracy of our results and our QA procedures. While many of our processes are proprietary, here is a selection of the things we do to avoid both false-positives and false-negatives:

- Any real-time verification system is vulnerable to accuracy issues caused by network congestion or mail server throttling. To work around this, we utilize multiple, entirely distinct infrastructures in parallel and only certify results that have the same finding across all platforms.
- Our ESP partners provide the actual recent deployment outcomes of 100s of millions of email addresses every month. These good/bad delivery findings are utilized as an authoritative QA and redundancy check against our real-time findings.
- Our system automatically and continuously tests our service with known deliverable and undeliverable addresses dynamically extracted from the actual results of recent messaging by our ESP partners. Dissonant results trigger a fully-automated fail-over which ensures only accurate findings are included in our results.
- Instead of a static typo correction algorithm, we leverage our US patented process to on-the-fly reverse engineer the typo, heuristically consider various correction scenarios, and only provide the valid and statistically certain option based on a six-month look-back of email address activity and domain popularity.
- Our suppression systems (bogus addresses, disposable providers, spamtraps, etc.) are managed by a team of onsite professional staff who utilize both manual and automated methods to systematically inspect and maintain accuracy. With daily tracking of the ownership and technical infrastructure of over 50 million domains, FreshAddress is uniquely positioned to notice and respond to changes.

### *Impressionwise:*

Multiple levels of checks are performed on emails to determine whether they are valid. Methods include real time SMTP checks as well as other proprietary methods. All methods are continually reviewed for consistency of results.

### ***Kickbox:***

Kickbox accounts for accuracy via our 95% Deliverability Guarantee. A customer's bounce rate, post-verification, is indicative of the data quality and is the measure of accuracy.

### ***TowerData:***

We regularly compare our validation statuses with actual email delivery. We also perform daily quality control checks that alert us to anomalous results.

### ***Webbula:***

Webbula has numerous methodologies for measuring the accuracy of an email record. Because new spam traps and threats are generated everyday, Webbula continually updates the data vault to validate existing emails on a daily basis. Webbula also has an exclusive partnership with the world's largest honeypot purveyor which allows us to validate our threat detection. In addition, Webbula also plants seeded emails to test the accuracy and effectiveness of our CloudHygiene filters.

### ***XVerify:***

Each email verification we do is a server to server transaction, not a database look up. When we connect to the email server we make sure the user name is a real registered account and pass that information back directly to our clients. We do not store or cache data so every email verification we do is a unique call to the other mail server, unlike others in the space who cache data for months. This is how we are proven to have higher rates of accuracy over other vendors in the space.

## **How do you ensure quality of results?**

### ***Experian Data Quality:***

Constant review and monitoring of results by 24/7 Network Operations Center to ensure quality results to clients. The development team makes adjustments to application logic to interpret domain changes and ensure the accuracy of results.

### ***FreshAddress SafeToSend®:***

At FreshAddress, accuracy = quality. We are incredibly proud in the quality of our findings. See above answer for more details.

### ***Impressionwise:***

Our scanning methods have built in checks and balances prior to results being generated, reported, and exported. This allows for the accuracy levels to sustain at a high level but also for the quality of results to keep with the integrity of the data.

### ***Kickbox:***

Kickbox measures data quality by implementing processes to help identify inaccurate information, the root cause, and solutions to prevent repeat scenarios. Kickbox leverages its email network to ensure

the most accurate information from the bottom-up. Kickbox performs an in-depth analysis of inaccurate information reported by customers.

### ***TowerData:***

Batch validation orders are subjected to a variety of quality checks that review our services performance with regards to major domains, business domains, and the most common domains within a particular file. The results of these checks are reviewed by TowerData operations staff, and any issues are escalated to the development team.

### ***Webbula:***

Webbula has an exclusive partnership with the world's largest honeypot purveyor to detect and validate our threat detection. Because of this exclusivity of this relationship, Webbula is able to detect spam traps unlike other vendors. In addition, we continually monitor the entire lifecycle of an email address from birth to bounce to re-emergence as a recycled trap. Lastly, Webbula is a data quality company at its core. In addition to our proprietary CloudHygiene technology, we have built addition technology to validate and aggregate data. These technologies include WebbuScore to validate the quality and accuracy of a record through IP, geolocation, USPS NCOA, 10 year history, name parsing, family history, and CloudHygiene scoring. Webbula has a litany of data quality tools to serve our Data Enhancement and Audience Targeting solutions, in addition to CloudHygiene.

### ***XVerify:***

Quality and Accuracy go hand and hand, so the same applies from the previous question. We are getting results directly from the mail server - which is the most accurate response you can achieve. On top of that we help the customer by performing additional hygiene suppressions, and those two combined help ensure the highest quality of results.

## **Explain your data retention policies?**

### ***Experian Data Quality:***

Customer data is stored for 30 days from submission and automatically deleted after that time. Metadata (i.e. aggregated statistics but not customer data) is stored indefinitely.

### ***FreshAddress SafeToSend®:***

Clients have the option to select full, santized or zero usage logging. Logs are retained in an encrypted form for 90 days after final payment for contracted service and then deleted.

### ***Impressionwise:***

As a standard practice and policy, we at Impressionwise do not retain, keep, or use the data that's passed to us through cleaning and scanning. Once data is scanned and the results are exported, the temporary tables are deleted and data is posted to the method of transfer chosen by the client. If results are posted to one of our secure FTP locations, it's stationary for 15 days until removal

automatically by our system or until the client removes it from the FTP Location themselves.

### ***Kickbox:***

All list data is automatically purged 90 days from the upload data or immediately when a user deletes the list data themselves. Some email verification data is maintained for troubleshooting and debugging purposes and is deleted after 7 days permanently.

### ***TowerData:***

Batch validation data is retained for 3-6 months for the purpose of providing post-sales support to clients. Immediate secure deletion is available upon request. API validation data is never stored on disk.

### ***Webbula:***

Webbula strongly believes in data governance and therefore does not store any customer information or derived information on its servers. That means, Webbula does not cache email addresses and verification responses to be recycled for other customers. Instead, we prefer to take the non-lazy approach of actively checking each and every email address every time we see it. While it is more work and it may take a few milliseconds longer, we respect our customer's data integrity in doing so.

### ***XVerify:***

For API requests, we do not store valid data, it is only transaction counts. We do store invalid and unknown data for reporting purposes for our customers - and that data is truncated after 30 days. On customers batch uploads, we store the returned file for 30 days to allow the customer time to run batches and download the results at their convenience. After that 30 day window, files are removed from the server.

## **Explain your data & drive destruction policies?**

### ***Experian Data Quality:***

No customer data is ever backed up but instead managed through distributed, encrypted databases. Data is deleted from their databases, per the retention policy, at the 30 day mark.

When servers are taken out of production, their drives are subject to our drive destruction policy whereby they are first wiped internally and then a third party contractor shreds them.

### ***FreshAddress SafeToSend®:***

Any data the client elected to have logged is stored in an encrypted form and deleted from all systems 90 days after final payment for contracted services. All drives are completely wiped to government standards and physically shredded once they are taken out of service. Drive destruction certificates are available for all retired equipment. Until destroyed, all equipment resides in our secure onsite facility.

### ***Impressionwise:***

### ***Kickbox:***

Kickbox follows information security best practices across the business for data and drive destruction.

### ***TowerData:***

All drives that are permanently removed from our systems are shredded by a DOD- and PCI-compliant vendor.

Webbula – When Webbula needs to erase a data point we use a program called "shred". "Shred" destroys files and folder content in a way that it is impossible to recover. By overwriting the files with randomly generated data patterns, it becomes very hard to recover any data even if hackers or thieves use high levels of data recovery tools.

### ***XVerify:***

## **What do your users say differentiates you from the competition?**

### ***Experian Data Quality:***

Trusted partner - Experian is a trusted partner to its clients, who look to Experian for best in class solutions and consultative approach to client support.

- ***Breadth of solutions:***

Not only does Experian offer best in class Email Validation, but the breadth of their service offering means they can provide a comprehensive data quality solution.

- ***Service personnel:***

Experian has Account Management and Technical support teams that quickly remedy any issues to ensure clients receive maximum benefit from their solutions.

### ***FreshAddress SafeToSend®:***

FreshAddress is praised for it's top quality results, fast and reliable systems, rock-solid security, thorough reporting, detailed documentation and responsive client service.

### ***Impressionwise:***

Our clients seem to focus on the accuracy of the results, the high quality and detailed reporting, and our customer service levels. Nearly all of the feedback we've gotten has revolved around those three aspects in some form or another. We take pride in those areas of work, but it's always good to get that kind of positive feedback in contrast to what they've experienced with other companies.

### ***Kickbox:***

Our customers cite Kickbox's ease-of-use, affordable price, high data accuracy / speed, and responsiveness of our staff. Customers enjoy the ability to pay for what they need without a requirement to sign a contract, the frictionless onboarding process, and our 95% Deliverability Guarantee.

### ***TowerData:***

Service level, flexibility, granular results, ancillary services including email activity and demographic and contact data.

### ***Webbula:***

Webbula's customers appreciate that we are a one-stop-shop deliverability solution, providing both hygiene and verification at a competitive price with quality and accuracy unmatched by other vendors. Customers often say that we are easy to work with and flexible when it comes to customization of their report, filters, or profile. Customers are impressed by the intuitive intelligence provided by the CloudHygiene report, providing deep insight on their email list health. Lastly, our customers appreciate our commitment to data quality and privacy, and find confidence in our 100% in-house technology that does not cache their customer data.

### ***XVerify:***

We have several areas of value add that help us stand out in front of the competition. We allow our prospective clients to run small-medium performance tests so that they can evaluate the results on their own data. We go above and beyond by not only performing email verifications in real time, but adding in suppressions to help them avoid high-risk and malicious email accounts that could damage their mailing reputation.

We do not store data to enhance speed like other email verification vendors. We have invested in a solid super-infrastructure that allows us to not need to cache data while still producing API responses within the same timeframe as other vendors. This also allows XVerify to produce the lowest rates of 'unknown' responses when compared to other email verification companies.

In addition to producing high quality results our clients love our excellent customer service. When customers call us or send in support tickets they do not get sent to an off-shore support service. You get real answers from highly knowledgeable on-site staff.

## **What do you say differentiates you from the competition?**

### ***Experian Data Quality:***

Experian sets its solution apart both by the strength of the service itself and the level of service we provide to support our customers.

**The Email Validation solution:** Head to head product testing has shown that Experian's solution provides the most accurate and actionable results. Experian provides a higher proportion of definitive

validation results compared to our competitors. This enables marketers to make good decisions about how to manage their customers' email data.

**Security:** Experian provides best in class security so customers can be assured their data is protected.

**Service:** Experian offers a range of customer support options to fit every customer, from basic assistance and documentation with account set up to knowledgeable staff who are well versed in assisting customers with complex, enterprise integrations.

### ***FreshAddress SafeToSend®:***

The FreshAddress SafeToSend® service is the gold standard for email validation and hygiene. While some of our competitors may provide primitive 'will this email bounce?' validation or perhaps do some screening utilizing a static and outdated suppression list, our SafeToSend® service is in a class by itself.

Since our founding in 1999, FreshAddress has worked harder than anyone else to provide a secure and accurate service that actually corrects typos and intelligently protects marketers against deliverable but damaging email addresses without false- positives.

FreshAddress isn't a faceless website that happens to perform well on a Google search or a few folks who recently founded a company and are renting some machines in the cloud. We are real experts who provide real results.

FreshAddress operates our own equipment and occupies an entire office building outside of Boston in Newton, MA. We take tremendous pride in our team of professional staff, many of whom have been with us over ten years and are known throughout the industry. If you are ever in the area, don't hesitate to stop by and say hello!

Over 25% of the Fortune 100 works with FreshAddress. If you aren't yet one of our clients, we look forward to meeting you soon and having the opportunity to demonstrate why we are The Email Address Experts®.

### ***Impressionwise:***

Without a doubt, it's our methodology on data hygiene. Traditional list cleaning is based on black list comparison, where data is compared against a list of problematic emails. This approach however is fundamentally flawed. Since lists are relatively static and compiled from unknown or unqualified third parties, the data is frequently dated and biased.

In contrast, Impressionwise's data intelligence platform is based on policy-driven rule sets and real-time scanning algorithms that use a multi-layered approach to identify, validate and protect against a wide range of e-mail-based threats.

### ***Kickbox:***

We own and operate our email network, which has been around for 11 years. With a pristine reputation, Kickbox is capable of delivering a high quality of results to our customers at an affordable price. We work only with customers that follow best-practices for permission-based email address

collection. We do not allow customers to verify rented, purchased, scraped, or guessed email data on our platform.

### ***TowerData:***

TowerData's Email Validation service is known for the granularity of our results, our correction technology, and our complimentary activity data to help identify active emails. In addition our Email Intelligence services allow our clients to access more than just validation results. This includes demographic data, historical activity metrics, and name and address append.

### ***Webbula:***

Simply put, Webbula has built proprietary hygiene and verification tools to validate the quality and history of a record coupled with exclusive relationships with trap providers that is unparalleled in the industry. Our comprehensive email hygiene and verification technology is unmatched by others through our exclusive relationship with the world's largest honeypot purveyor and our bundled CloudHygiene approach. CloudHygiene provides hygiene, verification, and social media authentication to identify deliverable and undeliverable email threats and the best email address intelligence. Webbula also provides simple reporting and output methods that can be easily customized. Most importantly, our methodology is clear and we do not claim to have a "black box" of email threats and bounces we are tracking.

The advertisement features a dark background with a large, stylized red '@' symbol. At the top, the word 'webbula' is written in a red, pixelated font, enclosed in red brackets. Below this, the text 'ALL-IN-ONE EMAIL HYGIENE + VERIFICATION SOLUTION' is displayed in a bold, white, sans-serif font. Underneath the main title, there are two columns of bullet points, each starting with a red dot. The first column lists: '189 MM Monitered Honeypots', 'Largest Disposable Domain Repository', and 'Trusted Data Governance & Privacy'. The second column lists: 'NEW Phishing Detection Technology', 'Simple, Intuitive Reporting', and '100% In-House Technology'. At the bottom, the phone number '888.993.2285' and the website 'webbula.com' are shown in white, with a small red 'w' logo between them.

**]webbula[**

**ALL-IN-ONE  
EMAIL HYGIENE + VERIFICATION  
SOLUTION**

- 189 MM Monitered Honeypots
- Largest Disposable Domain Repository
- Trusted Data Governance & Privacy
- NEW Phishing Detection Technology
- Simple, Intuitive Reporting
- 100% In-House Technology

888.993.2285 **]w[** webbula.com

### ***XVerify:***

XVerify performs Verification and Hygiene in one API. A lot of our competitors supply one or the other. Our suppressions of high risk email addresses, screamers, complainers, litigators, attorneys, and other valid but potentially harmful email addresses can help you segment your list to better control your mail stream, lower your complaint rates, and remove emails addresses that other vendors would consider valid but can be harmful to your mail campaign.

We also don't cache results for use on future calls to the same email address. This ensures the highest level of accuracy, as email addresses can turn bad (or become active) quite frequently.

## **What three companies do you most often compete with?**

### ***Experian Data Quality:***

BriteVerify, Informatica/Strikelron, Melissa Data

### ***FreshAddress SafeToSend®:***

Most companies that reach out to us for our SafeToSend® service have been referred to us and are looking for a comprehensive email list hygiene, correction, and validation solution that isn't offered by other providers.. If other vendors are mentioned, it is typically Experian, BriteVerify, or Strikelron.

### ***Impressionwise:***

There are not that many strictly Hygiene based companies out there that compete with us. There are many Validation/Verification companies out there that claim to add a hygiene element, but I don't know many companies out there that offer a high level hygiene service comparable or close to what we have offered the last 8 years.

### ***Kickbox:***

BriteVerify, Data Validation, and FreshAddress

### ***TowerData:***

BriteVerify, FreshAddress, Experian

### ***Webbula:***

FreshAddress, BriteVerify, and ImpressionWise

### ***XVerify:***



# Participant Statements

## ***Experian Data Quality:***

Experian Data Quality's industry-leading email verification solution helps you achieve the best results possible from your email marketing, customer loyalty, or operational communication efforts. We offer the most comprehensive email verification solution available that instantly identifies whether an email address is valid and deliverable.

Head to head product testing has shown that Experian's solution provides the most accurate and actionable results. Experian provides a higher proportion of definitive validation results compared to our competitors. This enables marketers to make good decisions about how to manage their customers' email data

## **Experian Data Quality email verification helps businesses around the world:**

- Increase business performance
- Ensure your messages reach your intended audience quickly and efficiently
- Improve overall email marketing performance
- Reduce resources needed to correct invalid data and maintain sender reputation with ISPs
- Ensure a better customer experience.

We offer email verification service that can be utilized in three ways: real-time validation, automated batch hygiene and list validation.

Real-time validation at the point of collection is Experian Data Quality's hosted email verification solution, which 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 automatically uploaded email address files 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 available on the secure FTP site for retrieval.

List validation allows for basic email lists to 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.

### **Experian Data Quality differentiates itself from the competition through:**

**Flexible deployment methods:** we have a variety of deployment options to suit any technical environment.

- **Quality of check:** The detailed process in which we check emails allows for us to better determine their validity and accuracy. In addition, we constantly review and monitor results in a 24/7 Network Operations Center to ensure quality results to clients.
- **Breadth of solutions:** Not only does Experian offer best in class Email Validation, but the breadth of their service offering means they can provide a comprehensive data quality solution.
- **Service personnel:** Experian has Account Management and Technical support teams that quickly remedy any issues to ensure clients receive maximum benefit from their solutions.
- **Security:** top security measures are put in place for all email validation clients and backed by Experian, a global leader in data privacy and security.
- **Trusted partner:** Experian is a trusted partner to its clients, who look to Experian for best in class solutions and consultative approach to client support.
- **Actionable results:** easy-to-understand response codes allow for more actionable results from your validation. More granular response codes are available depending on your needs.

Our customer's continue to provide positive reviews around their experience with Experian Data Quality and our email validation products. Dean Wynkoop, Manager of Data Management at Cabela's said "We reached ROI on the project in far less than two weeks. The data test had given us an estimate of what to expect from the cleansing – but the results far exceeded my expectations. This was 100% worth our time and money."

### **Looking to learn more about our email validation products or take them for a test-drive?**

Please visit us at <https://www.edq.com/email-verification/>

### ***FreshAddress SafeToSend®:***

Founded in 1999, FreshAddress is The Email Address Experts®. We know more about email addresses than any company in the world and we utilize this knowledge and our US Patents to help our clients solve their email-related challenges.

FreshAddress's SafeToSend® Service is a comprehensive email address validation, correction, and hygiene solution that eliminates bouncing emails, corrects registration typos, and flags toxic email addresses for removal. The service has processed over 6 billion email addresses and counts over 25% of the Fortune 100 and thousands of other leading email marketers among its customers.

**Unlike services that merely validate or verify addresses, our SafeToSend service ensures flawless list hygiene with a sophisticated three-step screening process:**

### **STEP 1: CHECK**

**To make sure it's deliverable, we:**

- Determine whether the address syntax conforms to **RFC (822, 2822, 5322, 3696, 5233, 6530)** and **FreshAddress** standards.
- Check each address in real-time to confirm that the upper and lower domains and associated MX (mail exchanger) records are valid and can accept mail.
- Ensure address meets ISP-specific requirements.
- Verify the account is linked to an actual working mailbox. Our proprietary algorithm leverages redundant distinct real-time SMTP checks overlapped against a vast database of recent email deliverability findings from our ESP reporting network.

### **STEP 2: CORRECT**

Just because it's deliverable doesn't mean it was typed correctly.

- Our patented spell-check technology corrects as many as seven different keystroking errors in a single address and fixes typos, including:
  - Misplaced or transposed @ signs and invalid characters such as spaces or quotes.
  - Typos in both **TLD's (.com, .net, .edu, etc.)** and **LLD's (gmail, aol, Hotmail, etc.)**
  - ANY misspelled domain, not just the most popular ones.
- Our proprietary algorithm will also suggest alternative domains for uncommon entries (**such as @gmail.com instead of @google.com**).

### **STEP 3: PROTECT**

**We check each email address against our vast, expert-maintained knowledgebase to identify and flag for removal any damaging (but deliverable) email addresses, including:**

- Toxic: Spamtraps and honeypots.
- Undesirable: Frequent complainers, role accounts, disposable domains, fictitious and malicious email addresses, client-specific suppressions.
- Not best-practice: DMA "Do Not Email List" and FCC wireless domains

### **WHY FRESHADDRESS**

When you're choosing an email database services provider, you need more than just promises. At FreshAddress you can be certain your vital customer data and your reputation will be in expert hands.

We've got the kind of credentials that can't be faked.

**Industry Leaders Since 1999:** Everybody in the business knows, and respects, our name.

- Provider of choice for over 25% of the Fortune 100
- Trusted partner of 40+ leading service providers including ESPs, CRM firms, and marketing agencies
- Featured presenter and exhibitor at countless past and upcoming national conferences and events
- Active member for over ten years in trade organizations including the Direct Marketing Association (DMA), the Email Experience Council, and the Email Sender & Provider Coalition (ESPC).
- Author of numerous white papers; hosted over thirty free educational webinars.

**Expert Leadership:** We don't just call ourselves experts; we've got the resumes to prove it.

- Founders hail from Harvard Law School, Harvard Business School, and Amherst College
- Original developer of Email Change of Address (ECO) technology and recipient of US Patent # 6,654,789
- Also operating under exclusive license of US Patents #7,080,122 #6,892,222 & #6,438,583
- Winner of Direct Marketing Association's Future Innovator's Award & 2015 Innovation Award
- President Austin Bliss is a past winner of Direct Marketing Educational Foundation's Rising Star Award

**Proven Track Record:** Looking for a provider with rock-solid experience and a history of success?

- Over 6 billion email addresses processed
- 5,000+ projects completed
- Visit our website and check out our testimonials from satisfied clients. You'll find real people at real companies praising the performance of FreshAddress.

**Highest Standards:** We run a squeaky clean operation. From transparent business processes and strict compliance to best practices, we go above and beyond because your reputation and your customer data deserve the best.

- Third party audited, fail-safe data security
- Conform to ISO 27000 security standards

**Smart & Dedicated Staff:** Even the best technology will only take you so far. There's no substitute for passion and intelligence. Our whip-smart, customer-focused staff are the heart and soul of FreshAddress.

- 50% have 5 or more years' company tenure
- 35% have advanced degrees
- 100% will do everything possible to ensure your success
- Since 1999, all of the company's founders still on the job and very much involved

**The Best Results:** FreshAddress has what it takes to deliver industry-leading data security, unparalleled data quality, and 100% guaranteed deliverable results.

The facts about FreshAddress say it all. When it comes to premium database services providers, we're the gold standard.

### ***Impressionwise:***

Recognized as the authority in data hygiene, Impressionwise's services protect your email marketing efforts by removing harmful elements from your marketing lists. Impressionwise revolutionizes the way bulk messengers handle data hygiene. While other methods at the time felt archaic, with little in the way of reporting, Impressionwise employs an innovative new technology to up the game.

Traditional list cleaning is based on black list comparison, where data is compared against a list of problematic emails. This approach however is fundamentally flawed. Since lists are relatively static and compiled from unknown or unqualified third parties, the data is frequently dated and biased.

In contrast, Impressionwise's data intelligence platform is based on policy-driven rule sets and real-time scanning algorithms that use a multi-layered approach to identify, validate and protect against a wide range of e-mail-based threats.

The advanced methodology and scanning technology used by Impressionwise allows users to identify and remove threat-based emails without the fear of over-removing and thus eliminating qualified e-mails.

With on-demand scanning, data records are scanned against a global view of real-time feedback at the time of cleansing, utilizing no data from aged repositories. This process ensures a more effective cleansing with minimal false positives, as well as provides insights into data not available from traditional scrubbing.

We, at Impressionwise, feel it's just as important to educate our customers before, during, and after the process of cleaning data. We take a lot of pride walking through the different and intricate aspects of hygiene so that each customer is aware of the threats that may potentially hinder or hurt their email operations. Customer Service also plays a huge role in what separates Impressionwise from the rest of the pack. You will find that our team is both knowledgeable and responsive given any circumstance and we take the time to ensure our customers have both a good experience and quality results.

Let the results speak for themselves! Reputation speaks volumes about a company. We invite you to ask around to investigate our established track record. With the deliverable being a non-forgiving, results oriented product, we are confident the results speak for themselves and are well known to many within the bulk messaging industry. See how Impressionwise could make the difference between a successful campaign outreach or negative hit to your online reputation.

### ***Kickbox:***

Kickbox is an email verification company based out of Dallas, TX. Our suite of products helps marketers reach the inbox by ensuring they only send email to real users by separating low-quality addresses from high-value contacts.

At face value, email addresses look alike, but they can be significantly different both in quality and deliverability. In fact, sending to undeliverable and low-quality email addresses can have a negative impact on campaign performance and prevent your messages from reaching the inbox.

Kickbox solves this problem by providing detailed analytics about each email address on your list so you can identify the good, the bad and the ugly addresses before you send an email campaign.

**With this insight you can remove potentially harmful email addresses from your email list in order to:**

- Protect your sender reputation
- Boost campaign performance (higher open rates, lower bounce rates)
- Save money
- Ensure you connect with real people

There are three defining things about Kickbox that set us apart from other email verification companies out there: our foundation, our network and our commitment.

We know email. The Kickbox team has been in the email privacy and security industry for over a decade. Our background in anti-spam, anti-virus and email privacy comprises the foundation on which Kickbox was built.

We own our network. Kickbox's network is trusted in the industry and maintains a pristine reputation. This allows us to verify high volumes of data accurately and affordably, which allows us to pass on cost savings to our customers.

We are committed to best practices. Since we own our network, we have more stringent policies when it comes to adhering to opt-in data collection practices. "We take opt-in compliance very seriously. We don't make bad lists good; we take good lists and make them better," says Dan Stevens, Kickbox CEO. We don't touch email data that is rented, purchased, scraped, or guessed.

**How Kickbox Works** Kickbox performs all email verifications in real-time by communicating directly with mail servers. We leverage our network and machine-learning algorithms to provide accurate results. The service is designed to help marketers get in, process their data and put that data to work as quickly as possible.

Marketers can benefit from using Kickbox email verification in two ways -- by cleansing existing email data in a list or by connecting our API to verify email addresses at a point of capture.

**Email List Verification** Easily drag and drop an email list into the app or use one of our many ESP integrations to verify an entire list. When you upload your list of email addresses, Kickbox will provide quality and deliverability information for each email address. You can then segment and maintain all of your email data in a matter of minutes.

Kickbox is integrated with your favorite email marketing tools, including Mailchimp, Campaign Monitor, Vertical Response, AWeber, Marketo and more.

**Real-Time API Verification** Kickbox's powerful API verifies email addresses at the moment of capture and keeps bad email addresses from ever entering your database in real-time.

The API will help to reduce bogus signups, eliminate typos and reduce list maintenance efforts.

**Kickbox Results** Verification results are categorized into four groups: Deliverable, Undeliverable, Risky and Unknown. Here is a quick breakdown of what each result means:

- **Deliverable** - Green light, go! These email addresses are so good, they're backed by a 95% Deliverability Guarantee.
- **Undeliverable** - We know it's hard to say goodbye - it's not easy getting people to sign up - but these email addresses are bogging down your list and will result in a hard bounce.
- **Risky** - These addresses appear to be deliverable, but other factors indicate they are low-quality and will likely result in a bounce.
- **Unknown** - The mail server took too long to respond or is otherwise uncommunicative. This could be temporary, so we refund these credits to let you try again later.


Kickbox also identifies role, disposable, accept all and free email addresses.

Unique to Kickbox is our Sendex™ Score which provides a numeric value ranging from 0.00 to 1.00 for each email address. This additional metric helps marketers further segment the quality of their contacts.

**Recipient Authentication** New to Kickbox's suite of products is Recipient Authentication, a fully automated email confirmation service. Packaged in an easy-to-integrate API, Recipient Authentication ensures that the user signing up with an email address is, in fact, the owner of that account. You pay only for the features you want, not how many emails you send. It will also:

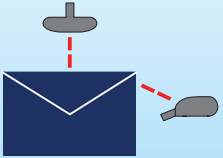
- Maximize conversion rates
- Prevent fake/fraudulent signups
- Prove opt-in compliance

If you send email, Kickbox should be in your arsenal of tools.




**SafeToSend®**  
by FreshAddress

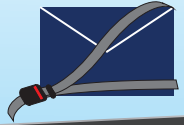
Beyond Email Validation...



**check**



**correct**



**protect**

Don't send another email unless you're sure it's SafeToSend®!

Real-time API or Batch

Visit us at [www.FreshAddress.com](http://www.FreshAddress.com)

## ***TowerData:***

Since 2001, TowerData has made it easy for marketers to access the data they need to better engage the customer behind the email address. Our suite of email services allows you to enrich, clean and expand your email list via a real-time API or automated file processing. TowerData's services include:

Email Intelligence - Better understand, segment and target your subscribers by adding demographic, household, purchase, interest and activity data to your email addresses. Included here is over 300,000,000 million rolling 12 month "openers". This data is excellent for selecting most responsive data, re-engagement campaigns and anti-fraud efforts.

Email Validation - Increase your inbox delivery rate and avoid spam filters by cleaning your email list of invalid and fraudulent email addresses. TowerData is known for our correction technology, our granular results, and our 1:1 service levels to help you understand, implement, and be successful with our technology.

We welcome a free trial for any our services as a great starting point. [www.towerdata.com](http://www.towerdata.com)

## ***Webbula:***

Webbula is the industry leader in data quality and has been named one of "3 Impressive Email Companies You Need to Follow in 2016" by iMedia. Webbula is the only vendor to provide a bundled, all-in-one deliverability solution through real-time email hygiene and verification utilizing 100% in-house technology. Because of Webbula's exclusive relationship with the world's largest Honey Pot purveyor, Webbula is able to detect spam traps while ensuring data quality and accuracy. The Webbula CloudHygiene Platform provides easy customer integration options through FTP, GUI, and API, and customers are able to easily drag and drop files into the CloudHygiene GUI and receive real-time results in an instant.

Webbula understands the harsh email environment, and how to protect your list from blacklists and improve deliverability and revenue. Thousands of brands trust Webbula's data quality, and appreciate all-in-one email quality unmatched by others. Sending your email campaign to an active, deliverable threat can ruin your brand and email sender reputation in a split second. It is important to recognize that email verification only verifies deliverability, and does not protect your domain and IP from the blacklist. Because spam traps and bots open, click, and deliver, verification is not a comprehensive solution to protect your brand reputation and campaign. While competition may blur the definitions between hygiene and verification, it is essential to recognize that hygiene and verification are not one in the same. The all-in-one Webbula CloudHygiene Platform provides:

- Comprehensive Protection from Fraudulent Email Threats  
Email Hygiene identifies active, deliverable email threats like moles, trackers, disposable domains, and over 189+ million spam traps through an exclusive relationship with the world's largest Honey Pot purveyor. These threats include monitored email addresses collecting statistical data, phishing emails, and/or email addresses associated with fraudulent activity. Because of this, it is essential to identify fraudulent threats in your email list to protect your campaign resources. Webbula's comprehensive report makes it easily by categorizing numerous threats according to reputation, fraud, delivery, and conversion threat levels. It is important to note that hygiene should be performed along with verification to verify the deliverability of your email list.
- Real-Time Verification and Corrections to Improve Deliverability Metrics. Email Verification identifies inactive, undeliverable email addresses that result from cancelled accounts, hard bounces, typos, and greylistings. Webbula's easy, intuitive email verification provides a comprehensive report flagging an

email as valid, invalid, or unknown, and provides a list of corrections to recapture customers. The fully customizable platform offers customers the ability to turn corrections on or off based on their needs. Verification helps marketers improve their sender score and deliverability metrics, but does not protect against deliverable email threats. Email verification should be performed in conjunction with email hygiene to provide comprehensive email list protection.

- Identification of the Best Email Addresses Connected to Mobile Devices

Social Media Authentication (SMA) helps marketers identify the best email addresses by validating emails associated with social media accounts related to social sharing, image sharing, blog, and e-payment ecosystems. Socially related emails are most likely to be connected to a mobile device, making them excellent candidates for relevant mobile marketing. SMA is a solution not offered by other hygiene and verification providers, but Webbula offers SMA so marketers can send relevant, responsive mobile marketing campaigns to high-quality email addresses while mitigating threats through hygiene and verification. There is very little risk to SMA as you only pay for email addresses that can be matched to a social media user.

- Industry-Leading All-In-One Deliverability Solution: Hygiene + Verification

The bundled Webbula CloudHygiene Platform is the only of its kind to identify fraudulent deliverable emails through hygiene, undeliverable emails through verification, and the best emails through social media authentication. This easy, intuitive intelligence is provided through the CloudHygiene report which categorizes reputation, fraud, delivery, conversion, and verification threats in your list. Webbula's solutions, outputs, and reports are completely customizable and flexible based on your unique needs. Since not all data sources are the same, Webbula's proprietary filters and profiles allow marketers to create a customized approach to CloudHygiene to apply hygiene, verification, and/or SMA to your dataset. Contact Webbula to instantly create an account to drag and drop your list into the CloudHygiene GUI, or learn more about integrating our API or FTP into your workflow.

- Robust Data Quality Trusted by Thousands of Brands

Webbula offers additional data intelligence through Data Enhancement, allowing marketers to enhance and segment customer lists by appending additional contact, phone, email, demographic, interest, lifestyle, political, financial, and B2B attributes. These same attributes are available for the online adserving industry coupled with mobile IDs and cookies to create sophisticated cross-channel campaigns. Since 2009, Webbula's technology and world-class partner ecosystem has enabled marketers to mitigate email delivery threats, enhance email lists, and create actionable cross-channel audiences for ad serving.

For more information, visit <https://webbula.com>.

## XVerify:

XVerify is a real time email verification solution that focuses on improving data quality to help you achieve higher rates of inbox deliverability. Our goal is help you eliminate hard bounces, reduce spam complaints, and minimize fraud in milliseconds.

Our tools were built by marketers for marketers. We want you to be successful with every email campaign you send off. One of the ways we help with that is to make sure you send to real/active accounts. When we verify an email account, we make a unique server to server verification to make sure the username is a real mailbox at that domain. This helps you eliminate your hard bounces so that you can improve your sender-score.

We realize that you need accurate answers fast, and we process our verifications in millisecond response times so you can choose to accept or reject the lead in real time. This saves you both time and money when it comes to lead buying decision making. You even have the ability to configure your own time-out settings directly via the dashboard.

Accuracy is the key when comparing us to other data-verification vendors on the market. We strive to provide the highest rates of accuracy across both B2B and B2C email verifications. Our clients have found our accuracy rates to be higher than competitors because we do not cache data on our end.

Each verification is a brand new request to the mail server. This means that if an email account is active today, we will report it as valid; and if the admin deletes the account tomorrow we would verify it as invalid. Other email verification vendors store data to reduce the work of their servers and enhance speed, while we have built a super-infrastructure which allows us to return the highest rates of accuracy and retaining ultra-fast response times.



**OUR WHITE LABELED**  
**Emails & Newsletter** production service  
is being used by many leading **AGENCIES & ESPs**.  
We could be your secrete arsenal too!

visit : [emailmonks.com/agencies-love-monks](https://emailmonks.com/agencies-love-monks)

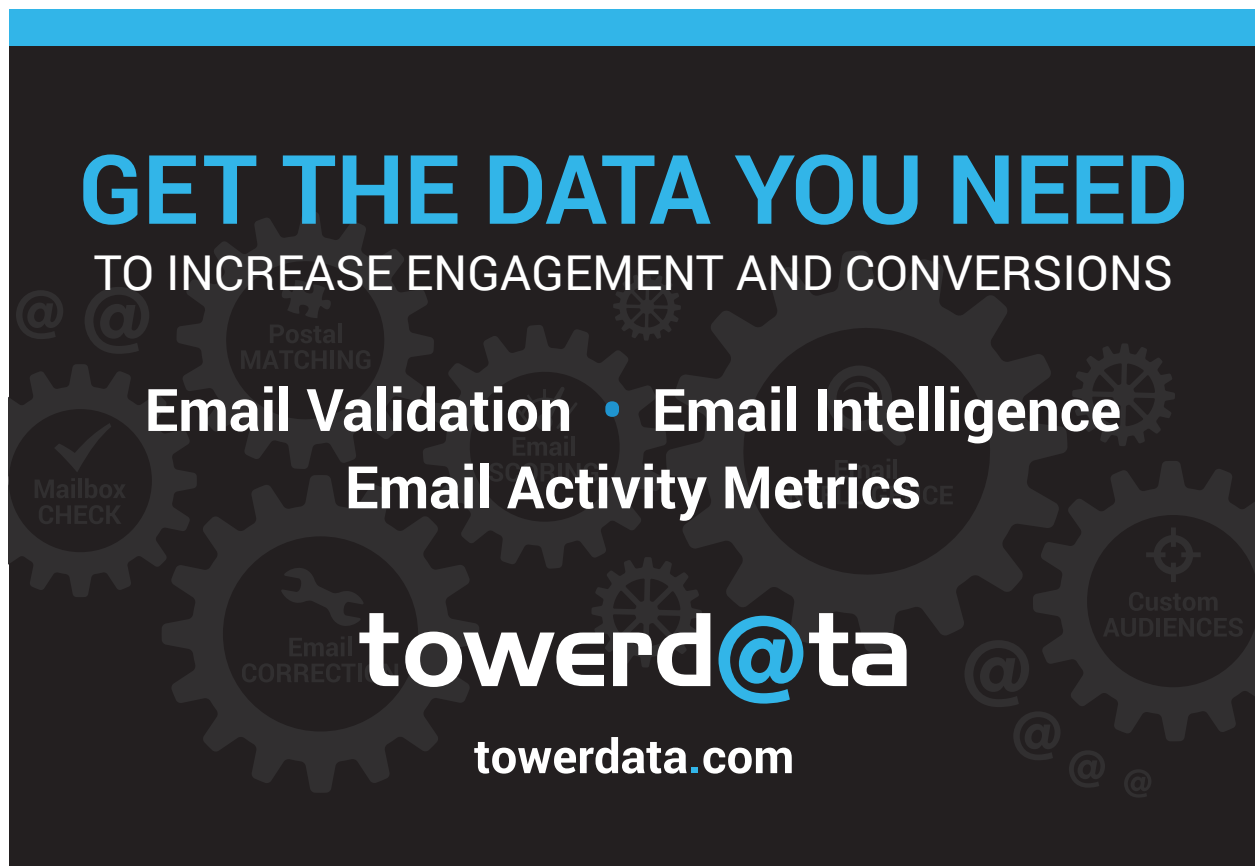
*Email Monks*

We understand that just because an email account is registered does not always mean it is safe to send email to. This is where our built-in suppression lists can make a huge difference when comparing our tools to other vendors in the market. We help you identify temporary email accounts, high risk email accounts, and email accounts which belong to known litigators or fraudsters, and email accounts which are likely to generate complaints.

Take control of the data you collect at the top of your marketing funnel. Most marketers are getting data in through various sources, but don't have a solid way to determine which source is the rotten apple. Unique to XVerify, we have our own affiliate statistics reporting which helps you break down your sources and identify which affiliate is sending you garbage leads. Cut off the bad sources, and start saving money immediately.

When it comes down to choosing a quality email verification vendor you want to make sure they are a reputable business and they should allow you to do some level of performance testing. We believe that the proof is in the performance and we are 100% confident in our results which is why we offer free trials and don't require our customers to commit to anything. All of our services are pay as you go, and we don't have any minimum requirements.

While we focus to bring you the most accurate, and reliable service, it is our highly knowledge and friendly team that is the icing on the cake. We take the time to work with each of our clients, and learn about their unique business model(s) to provide them with the best implementation recommendations so that they can maximize the most benefits from their data verification setup. Anytime our clients have any questions or needs they get answers fast. XVerify provides a complete solution for improved data quality.

A dark-themed advertisement for Towerdata. The background is black with a pattern of grey gears and white '@' symbols. The text is in white and blue. At the top, in large blue letters, is 'GET THE DATA YOU NEED'. Below it, in white, is 'TO INCREASE ENGAGEMENT AND CONVERSIONS'. In the center, in white, is 'Email Validation • Email Intelligence' and 'Email Activity Metrics'. At the bottom, in white, is the logo 'towerd@ta' and the website 'towerdata.com'. The gears in the background have labels: 'Postal MATCHING', 'Mailbox CHECK', 'Email CORRECTI', and 'Custom AUDIENCES'.

**GET THE DATA YOU NEED**  
TO INCREASE ENGAGEMENT AND CONVERSIONS

Email Validation • Email Intelligence  
Email Activity Metrics

**towerd@ta**  
towerdata.com



# ABOUT Red Pill Email

Embracing the Sometimes Painful Truth

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We've lived on the client side, building multi-million dollar email channels with our own hands. We've walked the path of systems integration to bring highly complex automated data-driven messaging programs to life.

As the developers of the annual Email Vendor Features & Functions Guide, we have an unparalleled view of the email vendor landscape and vendor capabilities. Other consultants use our Guide in helping clients to select suitable vendors, so why not go straight to the source? We won't always tell you what you want to hear, but will always tell you what you need to know to make the best decisions for your organization.

Our extensive knowledge of the email industry can help you find the best fit for your needs and budget for your email program. We can assist you with installation of critical APIs to enable advanced email messaging such as trigger based messages, lifecycle email marketing and retrieve all the data so you can make decisions based upon facts and solid analysis, not guess work

We are the agency behind other agencies and vendors alike. From process-driven vendor selection, to system integration, to deep analytics, data-driven profiling and personas, to strategic analysis and tactical implementation, to production support, we have the knowledge, skills, and experience to help you take your messaging programs to the next level.

We focus on the Tactical, Technical, and Analytical elements of Email Marketing and applying them to quickly bring our clients email messaging online. We don't just crunch numbers, we show what they mean and how to use the results to improve your messaging.

## Email Vendor Evaluation & Selection

The average email marketer will be involved in selecting a vendor for their organization a few times in their career; we're involved in client vendor selection several times a year. From producing our Annual Email Vendor Features & Functions Guide, our insight into vendor capabilities is second to none. We've leveraged our years of experience in vendor evaluation and selection to develop an effective process designed to most closely match vendors to the client's needs.

We start with the client's current messaging inventory and business rules; we move on to data requirements, and consider future growth and initiatives while looking for areas for technical improvement. We'll identify the functional and non-functional requirements needed to be met by the vendor to secure our client's business. Based on those requirements we'll identify a select group of capable vendors to participate in the RFP process. Working many years with both clients and vendors, we have developed an RFP framework that is clear, concise, and welcomed by vendors participating in the selection process.

## Migration, Integration, & Automation

Moving from one email deployment vendor to another can be overwhelming the first few times. For us those first few times was a long time ago. Based on our years of experience migrating and integrating dozens of client's to a new vendor, we've developed a process for this, too. We'll lay out the steps to take and order of implementation for a transparent and successful vendor migration.