

# Email Validation

Quickly capture, standardise, validate and maintain accurate email addresses for your customers and prospects

With email the primary form of communication for many organisations, having confidence in your email data has never been more important. However, organisations believe that 28% of their customer and prospect data is inaccurate in some way.<sup>1</sup> It is essential to capture and maintain accurate, valid and correctly formatted email addresses to maximise the success of your marketing campaigns and communicate effectively with your customers and prospects.

Experian Email Validation standardises and validates email addresses in-real time at the point of data entry or in bulk behind the scenes. With over a billion validations in the last 12 months, our solution is relied on by customers worldwide to enhance the quality of their customer contact data. Our solution checks every component of an email address, including the syntax, validity of the domain and existence of the username. It also identifies harmful email addresses and provides common email domain corrections.

## Features and coverage

- Consumer and business email validation
- Real-time checks with each Internet Service Provider, via SMTP and unique proprietary methods, to ensure that the email address is live and active
- Filter for spam traps and email addresses containing profanities
- Email syntax check with corrections suggested for common errors in email domains
- Disposable and temporary email addresses removed that will be inactive after a period of time
- Simple and actionable validation response codes
- No fee for "Unknown" responses
- Flexible deployment methods to suit any environment
- User portal to monitor usage in real-time
- License on a transactional, per seat or annual basis
- 24/7 customer support globally

## How it works

There are three ways to use the service:

### Real-time validation at the point of collection

Capture, standardise and validate email addresses in real-time at the point of data entry. Whether you choose to integrate into your website, at a point of sale, or in a call centre or CRM system, our API integrates seamlessly to protect your data quality without disrupting the user experience.

### Automated batch processing

Arrange for your email address lists to be automatically uploaded to a secure FTP website on a daily, weekly, or monthly basis for cleansing. Within a few hours, the file and its results are returned to the secure FTP site for your retrieval.

### Service cleanse

Validate your email lists on an ad-hoc basis depending on your need by submitting your data to Experian's Professional Services team. We will process your file and a summary of the overall health of your email data and provide unparalleled insights into the typical issues in your lists.

## Benefits



### Improve email marketing

Email validation helps to maximise your email campaign ROI by minimising hard bounces, preventing your emails being blocked and improving email deliverability and placement.



### Reach your customers

Valid email addresses enable you to communicate effectively with your customers, deliver important messages to the intended recipients and continue to build strong relationships.



### Prevent unwanted registrations

Eliminate bad addresses in your database or as part of the form-fill process to ensure the leads your business receives are reliable for Sales and Marketing follow-up.



### Cut operational costs

Correcting data issues manually takes time and money. Automating data quality management eliminates the potential for human error and enables employees to spend their time where it matters most.

Account ID: Collesel Inc. Title: Data Manager  
Business Phone: +1 7035722700 ✓  
Mobile Phone: +1 2064533882 ✓  
Email: rebecca.harris@gmail.com ✓  
Reports To ID: Search Contacts...  
**VERIFIED**  
Mailbox exists, is reachable and not known to be illegitimate or disposable.  
Validated by Experian Wednesday, 13 May 20, 15:46

- Email address is successfully validated in a CRM system

Account ID: Collesel Inc. Title: Data Manager  
Business Phone: +1 7035722700 ✓  
Mobile Phone: +1 2064533882 ✓  
Email: rebecca.harris@collesel.com ✗  
Reports To ID: Search Contacts...  
**UNREACHABLE**  
Domain has no reachable mail exchangers. Invalid domain; either no DNS records, invalid ones, or there is not a mail server listing.  
Validated by Experian Wednesday, 13 May 20, 15:46

- Email address is deemed invalid and unreachable