

Email Address Hygiene



*Improve the quality of your list
and email marketing campaigns...*

Maintaining good email addresses on your client base is a must for effective communication, successful email marketing campaigns, and maintaining a good reputation with ISPs. If your list is like most, invalid or improperly entered email addresses are present and are causing missed opportunities to connect with your clients, inaccurate campaign results, and unnecessary costs.

Email address quality issues can be a challenge. Data Services' Email Address Hygiene tackles a variety of data quality issues and is offered at 3 levels. Choose the level that fits your needs best to improve the quality of your list, identify undeliverables, and flag domain types giving you better control over your email marketing efforts:

	<i>Basic</i>	<i>Advanced</i>	<i>Premium</i>
Isolation of Domain Parts (Domain, Subdomain, Top Level Domain)	✓	✓	✓
Domain Counts	✓	✓	✓
Syntax and Format Verification	✓	✓	✓
Top Level Domain Verification	✓	✓	✓
Format Correction	✓	✓	✓
Subdomain and Top Level Domain Correction	✓	✓	✓
Client Defined Email Address or Domain Matching	✓	✓	✓
Duplicate Email Address Identification	✓	✓	✓
DMA Email MPS Matching		✓	✓
International Domain Identification		✓	✓
Email Country of Origin Coding and Reporting		✓	✓
Cellular Domain Identification		✓	✓
Temporary (Throw Away) Domain Identification		✓	✓
Distribution List and Undesirable Address Identification		✓	✓
Domain Counts by Category (<i>International, Cellular, etc.</i>)		✓	✓
Domain MX Record Verification to Validate Domain Existence		✓	✓
DSI Domain Database Lookup for Enhanced Domain Validation		✓	✓
Username Verification with Online Presence Indicator			✓

* **Isolation of Domain Parts** – a domain name is comprised of one or more concatenated parts that are typically delimited by dots. **Domain, Subdomain, and Top Level Domain** fields are provided back to you for analysis or list segmentation. Using xxx@gmail.com as an example, the part after the @ symbol is the Domain (*gmail.com*), the part to the left of the right most dot is the Subdomain (*gmail*), and the right most part after the dot is the Top Level Domain (*com*). For International email addresses, the country of origin is included as part of the Top Level Domain (ex: *co.uk*).

* **Syntax/Format Verification and Top Level Domain Verification** – all email addresses are dissected to confirm that they are properly formatted and syntactically correct. Codes are assigned indicating address validity.

* **Identification and/or Correction of misspelled, missing, or invalid Subdomains or Top Level Domains, and format correction:**

johndoe@concast.net	➔	johndoe@comcast.net
janedoe@yahoo	➔	janedoe@yahoo.com
tadams@juno.net	➔	tadams@juno.net
a@b.c	➔	<i>Invalid</i>
noone@aol.com	➔	<i>Invalid</i>

* **Duplicate Email Address Identification** – Duplicate email addresses are flagged and priorities based on client defined logic may be taken into account when assigning duplicate flags.

* **DMA Email MPS (eMPS) Matching** – The eMPS file is updated monthly and contains both consumer and business email addresses. All DMA members who wish to send unsolicited commercial email are required to suppress eMPS registrants from their prospect lists.

* **Identification of International Domains** – International SPAM laws are based on the Opt-in premise and emails with International domains may require special treatment. An *Email Country of Origin Code* is output for all International domains.

* **Identification of Cellular Domains** – The FCC bans all commercial messages to cell phones unless the recipient has given explicit prior consent to the sender.

* **Identification of Temporary (Throw Away) Domains** – Temporary or Throw Away domains are created by users who want to create a temporary email address. These email addresses are typically shut down in under 24 hours.

* **Domain Verification** – Domain Verification is performed by combining *real-time* Domain MX record lookups with matching against Data Services' proprietary domain database to determine whether a domain is capable of receiving mail and if it is not then additional information on the domain's status is provided.

* **User Verification** – In many instances it is possible to validate or invalidate email addresses at the user level to identify email addresses that no longer have a mailbox at their associated domain. This feature also denotes where an address is not only valid but is tied to an online profile or presence, e.g. social networks (facebook, LinkedIn, etc.), flickr, Amazon Wish List and/or many more indicating that the email in your file is not only valid but a primary means of communication with that user.

Email addresses falling into the above categories can be flagged, removed, or rejected – it's up to you. A detailed report summarizing the results includes counts for Valid, Corrected, and Invalid (and why it was invalid), as well as counts for International, Cellular, Disposable, and blank email addresses. Listings of Domains, Subdomains, and TLDs broken out by Domestic, International, Cellular, and Invalid are also provided back to you for analysis.

DSI can also perform Email Append and Reverse Email Append services. Contact a sales associate for more information.

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- Address Hygiene & NCOA
- Merge/Purge
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