How to Verify Email Addresses and Keep Imports From Dirtying Lead & Contact Data

Q: How many emails are sent worldwide in one day?

A: 235.6 Billion

Q: How many of those are B2B vs. B2C?

Daily Email Traffic	2015	2016	2017	2018	2019
Total Worldwide Emails Sent/Received Per Day (B)	205.6	215.3	225.3	235.6	246.5
% Growth		5%	5%	5%	5%
Business Emails Sent/Received Per Day (B)	112.5	116.4	120.4	124.5	128.8
% Growth		3%	3%	3%	3%
Consumer Emails Sent/Received Per Day (B)	93.1	98.9	104.9	111.1	117.7
% Growth		6%	6%	6%	6%

Table 2: Worldwide Daily Email Traffic (B), 2015-2019

*Statista

WHY IS MY DATA DIRTY?

EMAIL DATA QUALITY STARTS WITH A FORM

Humans make mistakes and bots cause problems

- Made up, malformed and typo'd emails

- Convert a invalid email into a deliverable email

- Fraud and bot emails

- Successful email campaigns start with valid emails

Email

james@brotverift.com

Invalid Address ✕

Email

james@briteverify.com

Valid Address ✓

IMPROVED EMAIL DELIVERABILITY

For better engagement and conversions

Prevents blacklisting and IP blacklisting

Maintains your sending reputation

High bounces

Keep your email service provider from suspending your account

DUPLICATES AND OTHER

Dupes are costly and cause inefficiencies

Don't send to the same person twice

Bad reputation

Wasted time and money

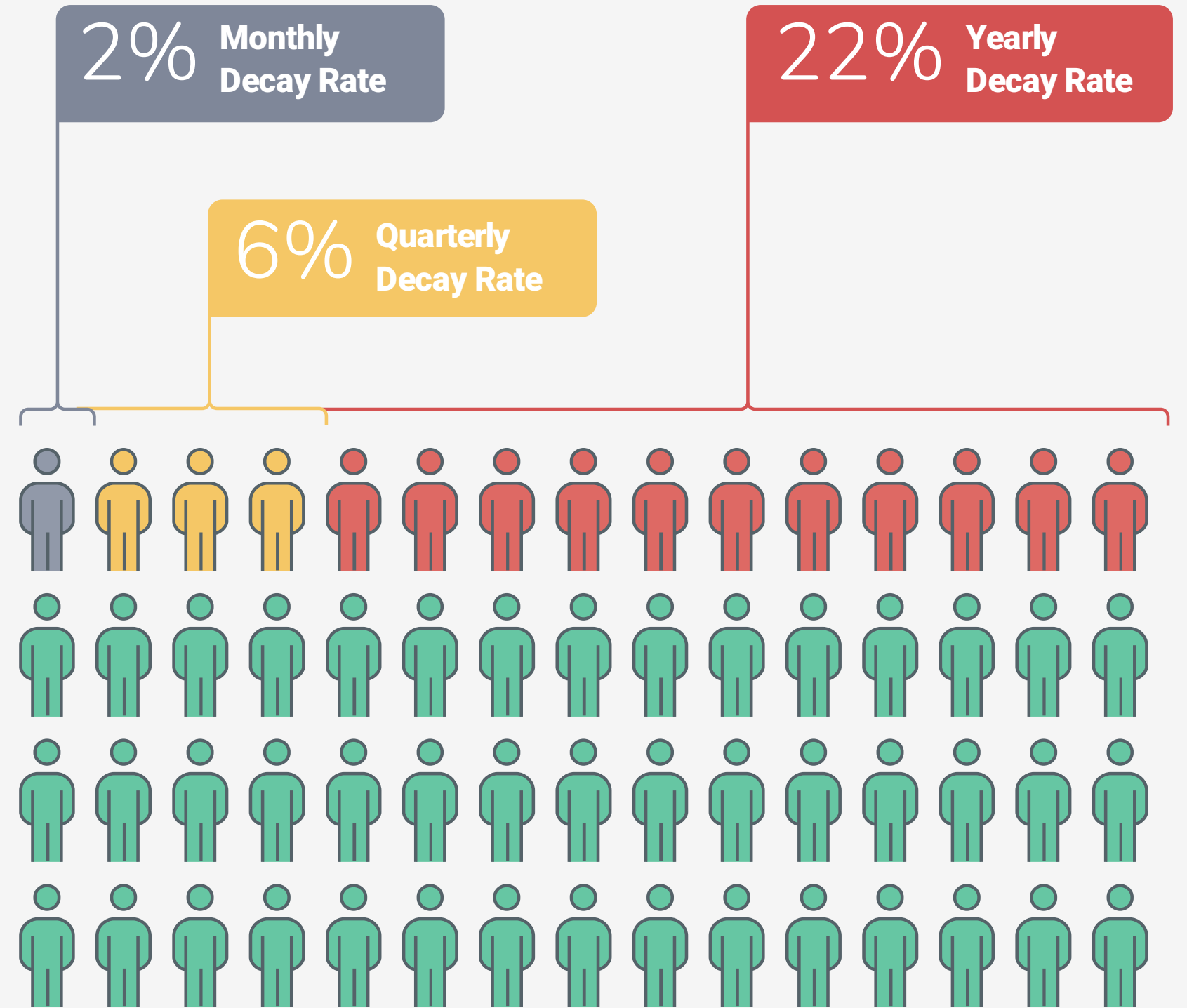Inaccurate reporting and forecasting

DATA BECOMES STALE

DATA BECOMES STALE

Keep your email list from growing stale

Email addresses change over time, which makes your customer list a living artifact.

The average customer email list decays at a rate of 2% each month and 25% each year.

Stale lists lead to decreasing deliverability rates, which hurt your sender reputation.

2% Monthly Decay Rate

6% Quarterly Decay Rate

22% Yearly Decay Rate

Marketing Sherpa's research shows that B2B data decays at a rate of 2.1% per month. This is an annualized rate of 22%.
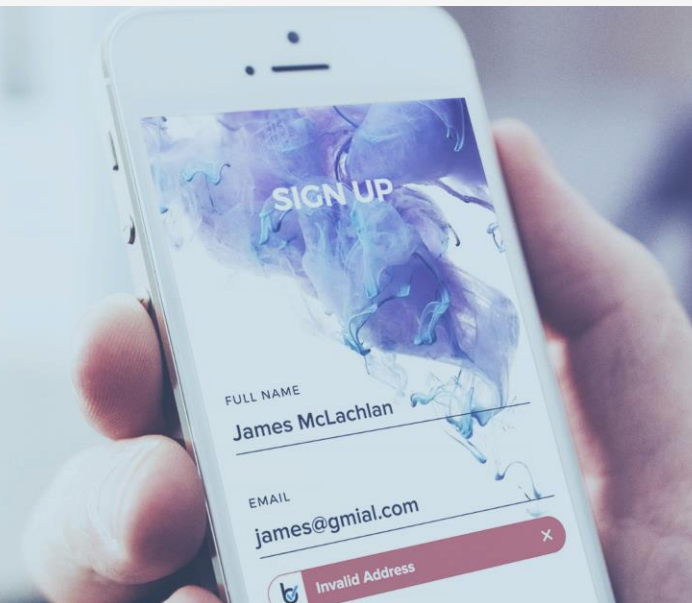
HOW DO WE
CLEAN THIS DATA?
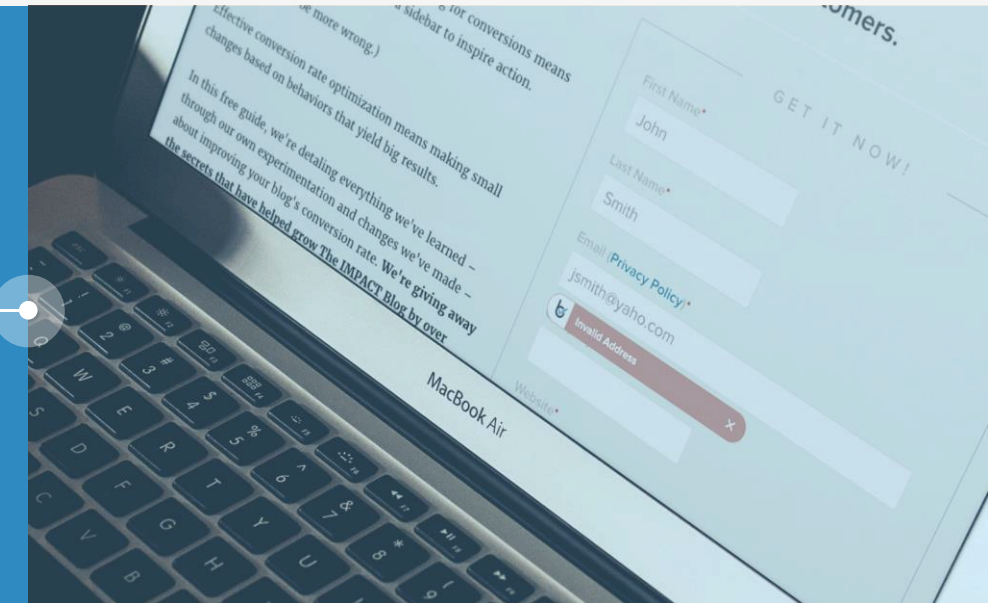
VERIFY AT THE POINT OF ENTRY

VERIFY AT THE POINT OF ENTRY

Real-time verification API

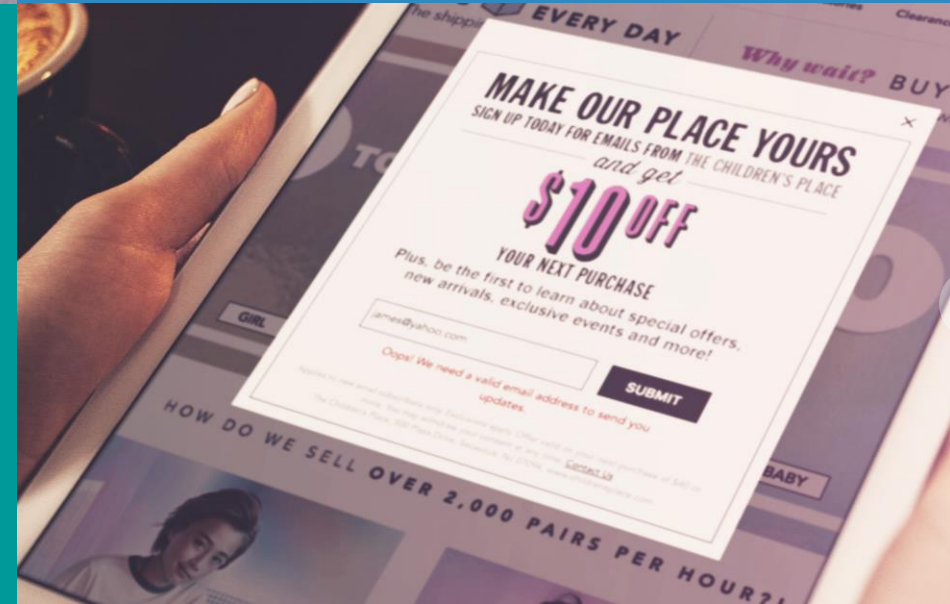**Real-world applications need real-world solutions.**

REGISTRATION
FORMS

LANDING
PAGES

POS SYSTEMS

MOBILE APPS

VERIFY AT THE POINT OF ENTRY

Up to 15% of online forms and POS entries contain invalid, undeliverable emails mostly due to common typos.

Invalid data can be very expensive to find and remove after the fact. Don't turn misspellings into missed customers.

SIGN UP

FULL NAME

James McLachlan

EMAIL

james@gmial.com

Invalid Address ✕

LETS GO →

SCRUB YOUR LIST

IMPORTING DATA

Implement a Process for Introducing List Data Into Your Salesforce Instance.

Scrub against existing records to prevent duplicates

Massage and cleanse new data for consistency

Import Leads and Contacts into Salesforce without creating duplicates, while appending vital data to existing records
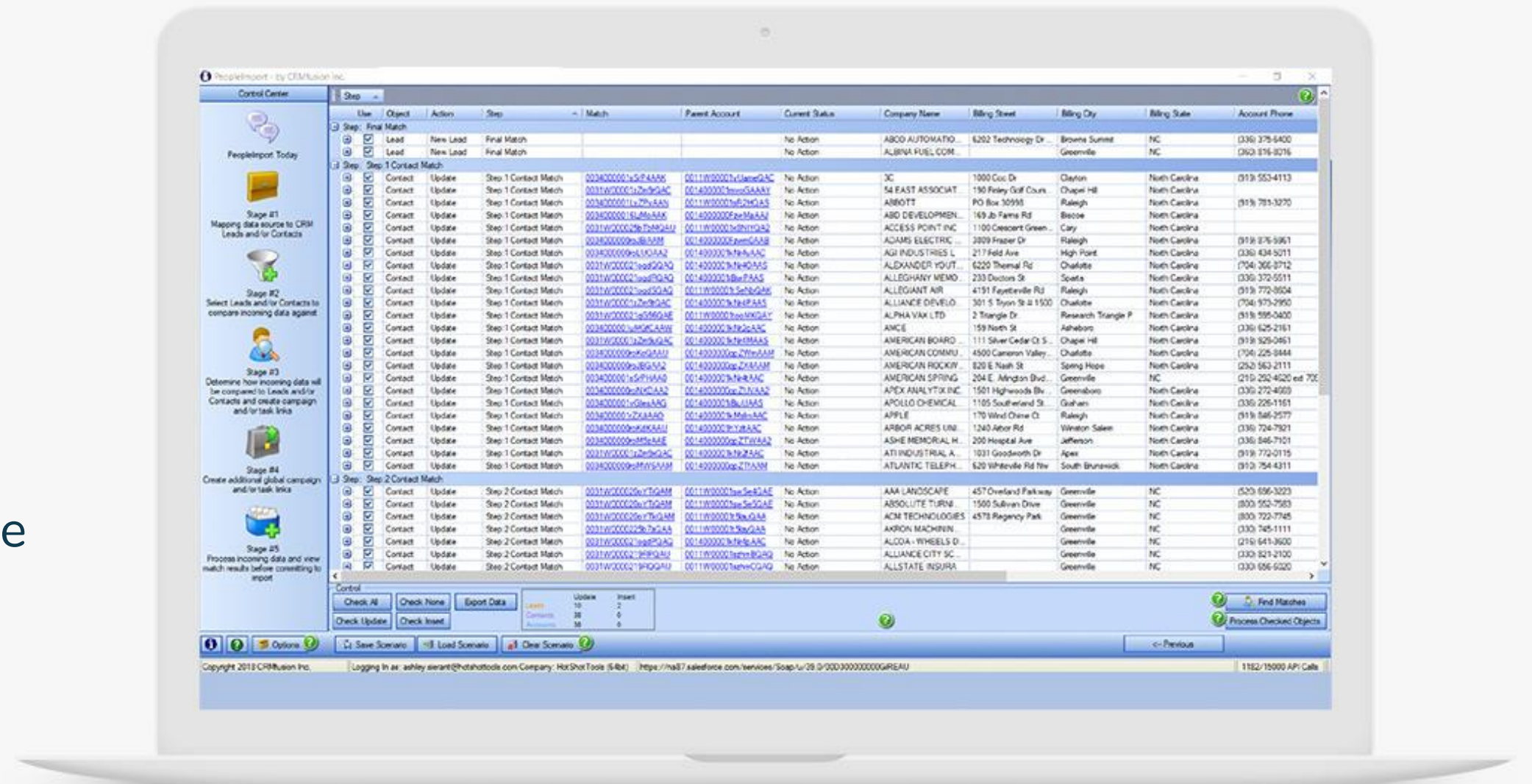
Solution: Validity PeopleImport

Allows for mass imports of Accounts, Contacts, and Leads into Salesforce simultaneously

Prevents duplicates during import by comparing against existing Accounts, Contacts, and Leads

Easily update existing records with trade show data and insert any new records

Easily add trade show attendees to appropriate campaigns and create tasks during import
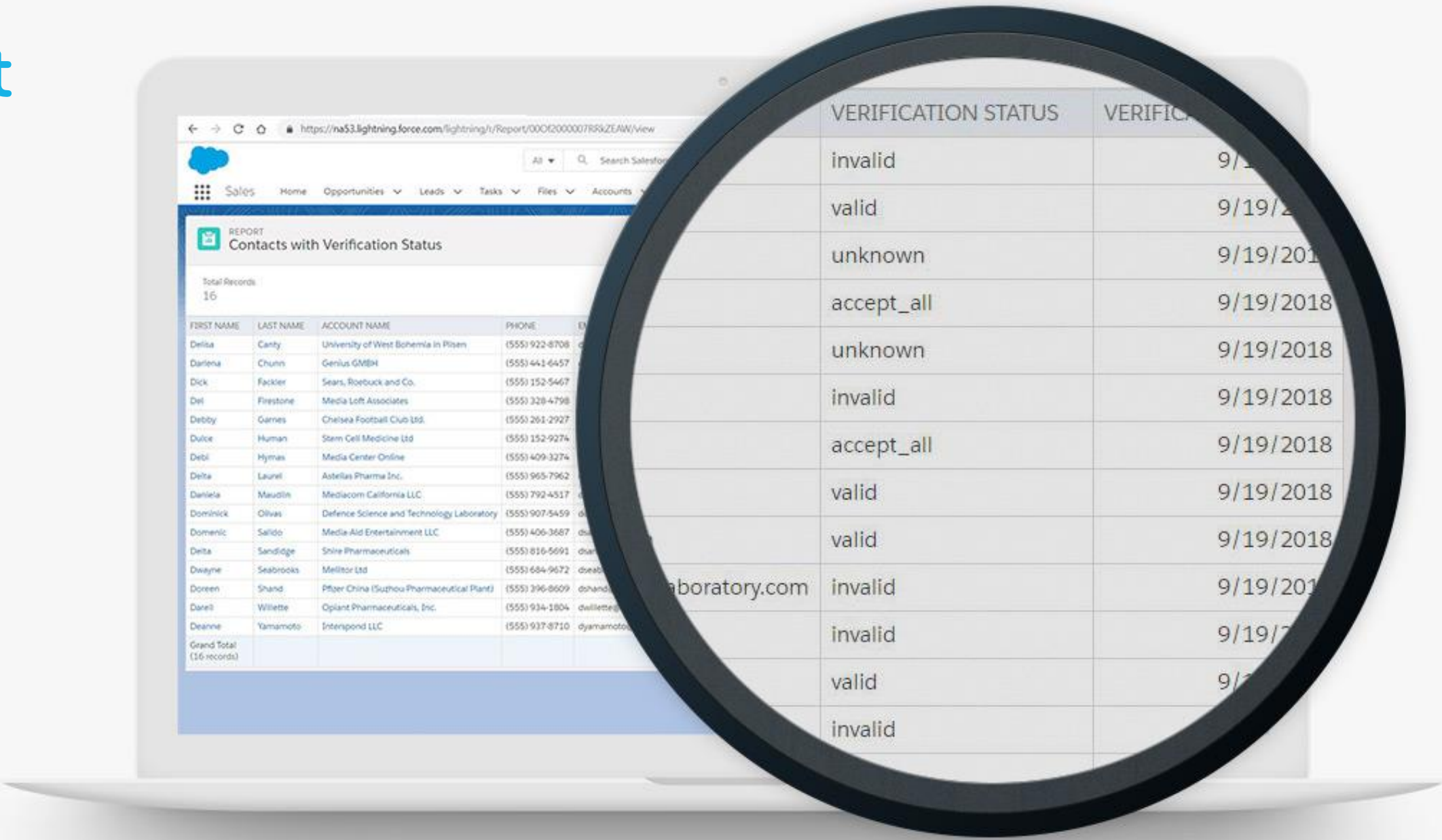
VERIFY EMAIL DATA IN SALESFORCE

Instant verification without exporting

Ensure your team is typing the most accurate and up-to-date emails

Increases efficiency with real-time analytics within Salesforce

Create follow up actions to obtain a valid email in the event an email becomes invalid

CLEAN DATA IS HAPPY DATA

THANK YOU

Mike Means

VP of Strategic Partnerships

Ashley Sierant

Customer Success Manager

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