validity

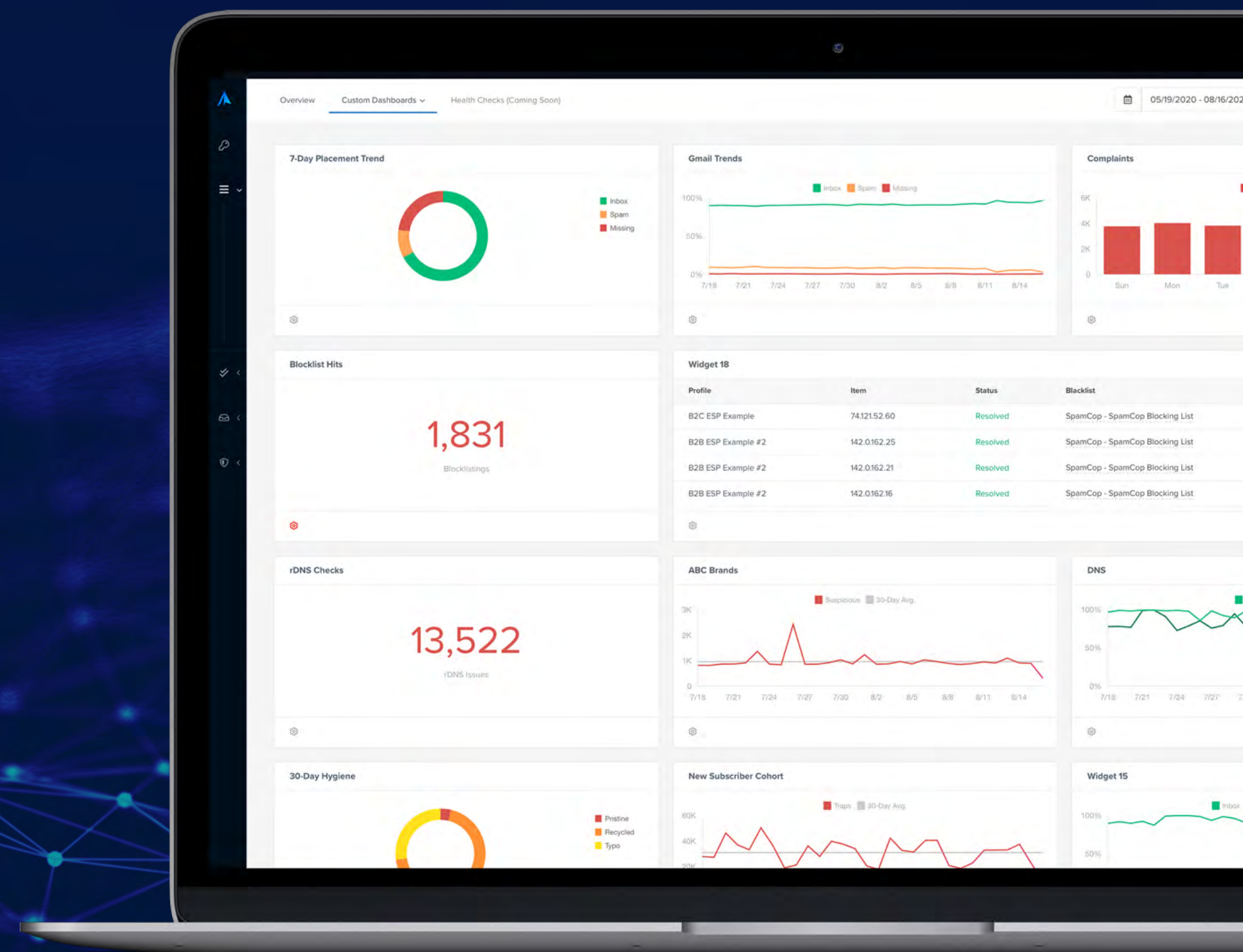# Validity for Email

Maximize your email program's ROI with actionable data
and intuitive tools, all in one single-point solution.

EVEREST

BriteVerify
FROM VALIDITY

Brands invest a significant amount of money into their email programs because of email marketing's importance in the marketing mix. According to the DMA, email earns $42 for every $1 spent. With a rapid shift to digital operations, the value of email is growing exponentially, and marketers need to ensure they're maximizing its ROI.

Reaching the pinnacle of email success is no longer a monumental task. With Everest, you now have a single email success platform to give you crucial insights and deliverability guidance from an all-in-one, integrated solution. Everest's exclusive data feeds, access to the largest data network in the industry, and widespread integration and support with the email ecosystem gives you the most complete analysis of your email marketing channel, so you can get more mail delivered and more customers engaged.

"We choose to partner with Validity for the unmatched value their products provide. The data we use through Validity for Email is best in class and delivers the depth of insights we need to support our complex email program."

— **Torsten Reinert**, *Head of Messaging & Reliability, Groupon*

"We reduced our hard bounces on marketing emails by over 45 percent and we removed over 150,000 invalid email addresses from our POS system alone. Without invalid addresses clogging up our list, data from our email service provider becomes more accurate and actionable, and our open and click rates become more reflective of our actual performance."

— **Gail Buffington**, *Director of eCommerce, Soft Surroundings*

Maximize your ROI from email

1. **Get more mail delivered by maintaining a high sender reputation and decreasing the risk of being filtered into spam folders.**

2. **Get more customers engaged by pre-testing your email design, analyzing how they read your content, and putting your emails at the top of their inboxes.**

3. **Maintain a healthy marketing database by verifying email lists and practicing good email hygiene.**

4. **Compare yourself to other campaigns in the context of the broader market, or side by side with industry competitors.**

5. **Stay on top by incorporating best practices for sending, reacting quickly to emerging issues, and keeping up with ever-changing technologies, filtering strategies, and standards.**

What Validity for Email Delivers

Inbox Placement
Get a comprehensive look into what percentage of your mail is going to the inbox, the spam folder, or is being blocked at major mailbox providers, thanks to the largest global seed list in the industry.

Reputation Network
Get the most visibility into your sender reputation, with our industry-leading trap network and our data partnerships with leading mailbox providers, filtering companies, and all key blocklist operators.

View Time Optimization
Deliver email to top Verizon Media inbox positions -- Yahoo, AOL, Verizon.net, ATT.net, and more -- the moment mailbox users are active.

Custom Dashboards & Reporting
See what's most important to you by combining your personalized collection of data and alerts into a single interface.

Design Optimization
Collaborate, design, code and test your email design and content before you mail subscribers, so messages function and look properly on their devices and more than 70 mail applications.

Engagement Analytics
Knowing which mobile devices, email clients, and browsers your customers are using to view your email, as well as what time they are opening, where they are opening, and for how long they are reading, means you can maximize response and conversion rates by designing and optimizing emails just for them.

List Validation
Ensure you have a clean list of email addresses by checking your subscriber list before you hit send. BriteVerify removes any mistyped or invalid email addresses from your list so you protect your sender reputation.

Certification
Preserve high placement rates thanks to continuous monitoring, dedicated security and compliance teams, exclusive data, and preferential treatment through broad partnerships with leading mailbox providers.

VALIDITY FOR EMAIL

validity

Businesses run better and grow faster with trustworthy data. Tens of thousands of organizations rely on Validity solutions — including Everest, DemandTools, BriteVerify, Trust Assessments, and GridBuddy Cloud — to target, contact, engage, and retain customers effectively. Marketing, sales, and customer success teams worldwide trust Validity solutions to help them create smarter campaigns, generate leads, drive response, and increase revenue. For more information visit **validity.com** and connect with us on **LinkedIn** and **Twitter**.

validity.com

sales@validity.com