

Real-Time Email Validation

We Know Cleaner Lists



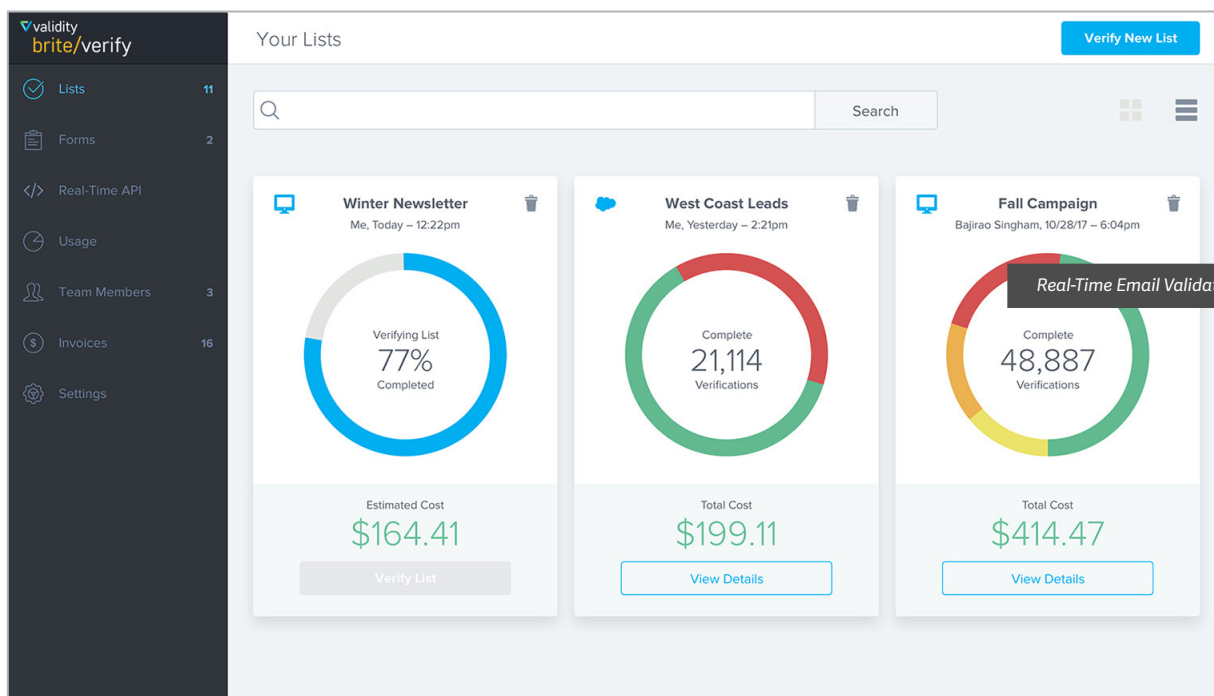
As an email marketer, you spend a lot of time and money to acquire subscribers. However, either at the point of acquisition or over time, invalid email addresses may end up on your list. Mailbox providers monitor the addresses you send to and will filter or ultimately block your mail if you send to invalid addresses and experience a high bounce rate. This can affect your ability to get into the inbox of subscribers who will actually convert.

Real-time email validation ensures you have a clean list of email addresses by checking your subscriber list before you hit send. Email validation removes any mistyped or invalid email addresses from your list so you aren't sending to addresses that don't have value for your company. Having a clean list reduces bounces and ensures you are only sending to real people. The benefits of real-time email validation ultimately result in a clean and valid subscriber list which achieves better inbox placement and higher ROI from email.

Validity BriteVerify suggests that approximately

15%
of all email addresses
are invalid.

This means your unverified list may not be reaching **one out of every seven** recipients.





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List Cleanse Options

One time or periodic list cleanse

Using this method, you simply drag and drop your email address list from your customer database, email marketing campaigns, or online newsletter into the platform or import it from your Email Service Provider (ESP). After the upload, you begin the validation process with the click of a button. Once complete, view your results, automatically unsubscribe invalid and risky emails from your list, and download your new, clean file.

This can be implemented as a one time cleanse or upload your list a few times a year to keep the unwanted addresses away.

Through your signup forms

Implementing real-time email validation at the point of email address capture puts you in control of the addresses that get added to your list. When a subscriber hits the submit button on your signup form, real-time email validation checks to make sure an email address is valid. If it's not, it prompts the subscriber to fix the issue with the email address before they are added to your subscriber list. This eliminates email-entry mistakes, fight forms spamming, and creates a better overall form experience.

It's a simple addition of code to your existing web form, mobile application, CRM, or POS and emails are verified instantly as they are entered.



*“Real-time email validation has allowed us to **weed out bad emails without adding any additional steps** to the user experience. Issues with unknown users seem to be a thing of the past as our rates have dropped from 3% to .02%.“*

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Healthy Paws Pet Insurance & Foundation



Stop bouncing and start converting your subscribers. [Request a demo today!](#)

