



We Know List Hygiene

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 will end up on your list. If you have a list full of inactive or invalid email addresses, it can cause your mail to be filtered to the spam folder or ultimately blocked. This affects your ability to reach the inbox and connect with your subscribers.

Our Real-Time Email Validation solution ensures you have a clean list of email addresses by checking your subscriber list before you hit send. This 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.

There are two ways to utilize Real-Time Email Validation



One Time or Periodic List Cleanse

Use this solution to clean your full or partial subscriber list one time or a few times a year



At the Point of Email Address Capture

Use this solution to proactively eliminate invalid email addresses

How it Works:



Drag and drop your email address list from your customer database or ESP into the platform



After the upload, you begin the validation process with one click



Once complete, view your results and automatically unsubscribe invalid and risky emails from your list



Download your new, clean file and implement in your sending platform

How it Works:



Add code to your existing web form, mobile application, CRM, or POS



jack@emai]

When a subscriber enters their email and hits the submit button, the address is automatically checked to make sure it is valid

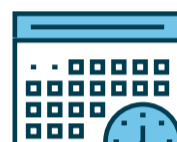
jack@emai.cm

This email address is not valid, please re-enter

If there are issues with the address, it prompts the subscriber to fix the issue before they are added to your subscriber list

jack@email.com

This eliminates email-entry mistakes, fights form spamming, and creates a better overall customer experience while ensuring you aren't missing out on valuable email addresses



Using this multiple times a year ensures you are sending to the best addresses and keeping the unwanted ones away



The benefits of Real-Time Email Validation ultimately result in a clean and valid subscriber list which achieves better inbox placement and high ROI from email

Let's look at a real example:



50,000

Say you collect **50,000** new email addresses through your web form sign up per month and generally see a conversion rate of **2.5%**



\$40

You are a fashion & apparel commerce company with an average customer lifetime value (CLTV) of **\$40**



Your total new subscribers per year is **600,000**

(50,000 x 12months = 600,000)

If **10%** of those net-new emails were invalid:



You are potentially **losing 60,000** good email addresses

(600,000 x 10% invalid = 60,000)



And **1,500** of those customers would have made a purchase

(60,000 x 2.5% conversion rate = 1,500)



-\$60,000

At a \$40 Customer Lifetime Value, **that's \$60,000** worth of potential revenue lost per year due to poor email data quality

(1,500 x \$40 CLTV = \$60,000)



At a costs of **\$3,600** to verify 600,000 emails

(600,000 x \$0.006 per email)



1,560%

Your Return on Investment is **1,560%**!

((\$60,000-\$3,600)/\$3,600 = 15.6 or 1,560% ROI)

Powered by: validity
 brite/verify



With email validation, you have peace of mind knowing you're keeping your subscriber list clean and positively affecting your sender reputation.

This ensures you're sending to valuable, real subscribers and increasing your ROI from email.

Download the [Real-Time Email Validation fact sheet](#) to learn more.



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