



Ensure you can get in touch and stay in touch with email, phone, and address verification.

The screenshot displays the BriteVerify 'My Lists' dashboard. On the left is a dark sidebar with navigation options: Lists (11), Forms (2), Real-Time API, Usage, Team Members (3), Invoices (16), and Settings. The main content area is titled 'My Lists' and includes a search bar. Three list cards are shown:

- Winter Newsletter** (Me, Today - 12:22pm): A donut chart shows 77% completed. Estimated Cost: \$164.41. A 'Verify List' button is present.
- West Coast Leads** (Me, Yesterday - 2:21pm): A donut chart shows 21,114 complete verifications. Total Cost: \$199.11. A 'View Details' button is present.
- Fall Campaign** (Bajirao Singham, 10/28/17 - 6:04pm): A donut chart shows 48,887 complete verifications. Total Cost: \$414.47. A 'View Details' button is present.

Communication is key to creating lasting relationships and brand loyalty with your consumers. Verified contact data is incredibly important as it supports inbound and outbound communications to and from customer service, marketing, and sales to ensure a great experience for customers and prospects.

BriteVerify helps eliminate email, phone, and address mistakes. By verifying user input at the point of capture, we create a better overall brand experience. The best part? It's simple to implement, can also be used to verify lists in bulk, and integrates seamlessly with your existing marketing platform.

***“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**, eCommerce Director at Soft Surroundings

## Key Benefits

- Create a better brand experience by collecting accurate data upfront.
- Have confidence that you have a working email address, a physical address that is real, and a phone number for a real person.
- Improve subscriber reach and revenue. Knowing your data is valid in the moment saves time and money.
- Protect sender reputation by removing invalid or typo emails from your subscriber list.
- Verify everywhere you collect data with our transactional or bulk verification APIs, list integrations to major providers like MailChimp and Constant Contact, and administrative tools like DemandTools.

# What BriteVerify Delivers



## Email Verification

Protect your sender reputation with global email address verification that removes invalid and disposable addresses from your contact data to improve your customer and prospect outreach programs.



## Phone Verification

Validate phone numbers in the US and Canada and learn the type of phone you are dialing - cell, landline, or VOIP - and its location such as residential, business, or small office to ensure you are dialing a real number and for a better understanding of who you are contacting.



## Address Verification

Leverage the USPS CASS certified database to validate physical addresses in the US to avoid failed mail or package deliveries and for effective route creation when making customer visits.



## BriteForms™ Transactional APIs

Ensure contact information is complete and verified as it is entered into your web and point-of-sale systems with two real-time verification API options - one for email only and one for email, phone, and address - and help maintain database cleanliness and reliability.



## BriteForms™ Bulk API

Verify millions of email, phone, and address records all at once in a quick and easy way that provides peace of mind knowing the data you are using to contact your customers and prospects is accurate, reliable, and helps to reduce costs.



## BriteFiles™ List Verification

Ensure that your new and existing marketing lists are clean and valid before you send. Simply drag and drop your list into the BriteVerify web application, or integrate with your ESP of choice and stop wasting money sending to invalid email addresses.



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](https://validity.com) and connect with us on LinkedIn and Twitter.

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