



Validity Everest Editions

Feature Matrix

		EDITIONS		
		Essentials	Professional	Enterprise
		For small groups starting their expedition into email deliverability	For teams monitoring their climb to the top	For organizations at the peak of their email marketing
		• Email program setup tooling • Basic monitoring • Ideal for shared IPs & lower volumes	• Customized reporting • Analysis across all campaign stages • Detailed data feeds and integrations	• Competitive Intel • Year over year trend analysis • Advanced customization and alerting
Platform	Users	5	10	Unlimited
	Trend history	30 days	90 days	18 months
	Customizable dashboards	●	●	●
	Advanced reporting: Private links to see a dashboard view of your program data	●	●	●
	Alerts	In-app only	In-app, email	In-app, email, text, webhook, Slack, PagerDuty, Teams
	API access	●	●	●
	Multifactor login	●	●	●
	Single sign-on	●	●	●
	Aggregate reporting views: Group data across descending accounts for a holistic view	●	●	●
	ESP Integrations: AmazonSES, Mailgun, MailerQ, Maropost, SendGrid, SparkPost, Salesforce Marketing Cloud	●	●	●
Pre-Send	List validation: Upload, bulk, and form	Add-on	●	●
	Design renders & filter checks	Add-on (fixed credits)	●	●
	BIMI configuration	Add-on	●	●
	Subject line previewer	Add-on as part of Design & Content	●	●
	Device analysis: Weighting render tests based on device usage from engagement data	●	●	●
	Competitive Intelligence Insights into volume trends, audience sizes, send frequency, subject lines, domain, IP, infrastructure, and challenge areas such as spam traps and blocklists	●	Add-on	●

		ESSENTIALS	PROFESSIONAL	ENTERPRISE
In-Flight	Global seed network Largest global seed list in the industry provides accurate inbox placement metrics on every send that are reflective of your audience	Placement results at Gmail, Microsoft, Apple, AOL, Yahoo	●	●
	Seed optimization Weighted seed results allow you to view metrics that reflect your audience and focus on the email providers you send the most mail to	Add-on (ideal for B2B)	●	●
	Community Health View global inbox placement benchmarks at top MBPs	●	●	●
	View Time Optimization	Add-on (priced by volume)	Add-on (priced by volume)	Add-on (priced by volume)
	Certification	●	Add-on (priced by volume)	Add-on (priced by volume)
Post-Send	Engagement and Device Pixel tracking Flexible for security and privacy requirements	●	●	●
	ESP Engagement data	●	●	●
	Correlation of Data Engagement data is used across other modules providing insights that represent your actual audience	●	●	●
	Infrastructure checks SPF, DKIM, and DMARC monitoring	●	●	●
	Blocklist monitoring	●	●	●
	Sender Score details	Trends only	●	●
	Spam Trap analysis	Volume only	●	●
	3rd party reputation source integrations: Google Postmaster Tools, Signal Spam, Microsoft SNDS	●	●	●
	Feedback loop integrations: Universal Feedback Loop, Verizon Media, Microsoft, QQ, Zoho, Earthlink	●	Universal Feedback Loop	●

		ESSENTIALS	PROFESSIONAL	ENTERPRISE
Onboarding, assistance, and resources	Account setup	●	●	●
	On-demand online courses	●	●	●
	Customer-only webinars	●	●	●
	Expert team support – both ticket and email	●	●	●
	Knowledge content & self-help resources	●	●	●
	Named Customer Success Manager	●	>\$40,000 annual subscription	>\$40,000 annual subscription
Services	Email Program Assessment	●	One-time add-on	One-time add-on
	List Hygiene Optimization	●	One-time add-on	One-time add-on
	Email ESP migration framework	●	One-time add-on	One-time add-on
	Email Strategist 21 hour retainer	●	One-time add-on	One-time add-on
	Guided Experience: subscription package	●	●	Add-on