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# Email Data Hygiene Intelligence

## Cleaner Subscriber Data:
## Improved Deliverability and Optimal Email Marketing ROI

## Key Benefits:

- Discovered clients' databases contain 1% to 33% non-existent users, depending on industry and email acquisition practices

- Identify known spam complainers and threats in clients' databases

- Validate in Real-Time each new database entry to keep future deliverability issues to a minimum

- Enable marketers to implement low-risk reactivation programs on older subscriber data

- Minimize deliverability risks for marketers using all types of email data, regardless of origin
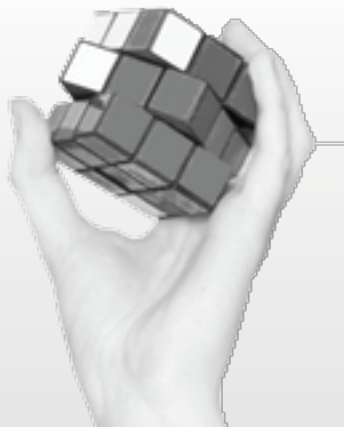
It is no secret that deliverability is the first, and arguably, most important performance metric for email programs. If a campaign doesn't reach its intended recipients' inboxes, the result is a missed opportunity that translates into revenue loss. Many marketers react to deliverability issues instead of proactively taking steps to avoid them. The most effective way to ensuring optimal deliverability rates is maintaining a clean database. Enter Email Data Hygiene Intelligence.

## Subscriber Data Defines Deliverability Rates

Email Data Hygiene Intelligence is a best-of-class data hygiene solution that enables marketers to verify subscribers' email addresses. Ensuring the validity of their data prevents marketers from sending messages to spam trap email addresses, as well as non-existent or closed-down accounts, which significantly reduces the risk of serious deliverability issues including:

- Spamhaus blacklisting
- Major ISP blocking
- Excessive bounce rates

## Ensure High Data Quality for Optimal Deliverability

Incorrectly entered email addresses (by accident or by intention), 3rd party list providers, data appends, and outdated legacy records are a few of the factors preventing marketers from maintaining a clean database. In order to tackle these challenges, Email Data Hygiene Intelligence offers a two-pronged approach:

- *Clean Existing Database:*
  Marketers are able to identify faulty email addresses in their current subscriber base and remove them before campaign deployment, thus protecting their sender reputation and deliverability rates.

- *Verify New Database Entries in Real-Time:*
  Once a marketer's database is clean, this functionality is crucial for maintaining data accuracy. It validates subscribers' email addresses when they opt into an email list and alerts them if any information is incorrectly filled out, thus ensuring data integrity and a cleaner opt-in process.

# Email Data Hygiene Intelligence

## Key Uses and Functionalities

### At the Subscriber Acquisition Stage

Ensuring that each new email address in a marketer's database is legitimate is a crucial step to maintaining a clean database. By implementing Real-Time Email Verification in their web registration forms, marketers can automatically validate all incoming data and avoid populating subscriber lists with faulty records.

### As Part of the Pre-deployment Campaign Strategy

Before deploying a welcome message or initial communication, marketers should validate all opted-in email addresses and remove invalid or questionable email data. This approach is highly effective in eliminating misspelled or improperly formatted addresses resulting from manual data entry.

### On-going Data Hygiene

Frequent data hygiene is the key to maintaining a clean database and preventing serious deliverability issues. Marketers should implement a weekly or monthly data hygiene process on their subscriber lists to remove any emails or ISP domains that are closed down or became invalid.

### Key in Reactivation Campaigns

Marketers often wonder what to do with inactive subscribers who haven't engaged with their emails for the last 6-12 months. Instead of writing off large database segments, marketers should invest in verifying older account data and implementing reactivation programs to re-engage valid subscribers.

### Essential for Acquisition Campaigns

Achieving consistent database growth has become one of the most important goals for many marketers. This is easier said than done and often requires risky 3$^{rd}$ party email list rentals and email appends that result in serious deliverability issues and hinder sender reputation. Marketers can minimize those risks by verifying their data and sending only to valid accounts and domains.

### As Part of an Onboarding Process

Changing ESPs is the perfect time for marketers to clean up their database and ensure that questionable and potentially problematic email data does not migrate from one provider to another.

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