

NEXXA Product Focus:

Premium Email Validation Service



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OVERVIEW

Help Protect your Brand with Email Address Validation, Hygiene and Correction

The Nexxa Premium Email Validation service can be integrated into your business process to verify and validate emails provided at the time of enrollment, registration, and sign up as 'safe to send'. This protects not only your brand, but your domain reputation with ISPs.

The Benefit:

Reduce bounce rates, increase inbox messages, and remove spam traps that can damage your domain.

Proof Case:

In testing this premium service against standard email hygiene (validation services offered by other E-service providers), we have discovered that more than 20% of the email addresses from a standard E-service process were identified as NOT safe to send and 10% of those were High Risk to Domain.

How Does it Work?

Nexxa Premium Email Validation Service involves a 3-step process. Check. Correct. Protect.

Step 1: Check

- Address syntax conforms to standards
- Confirm domains and MX records are valid and can accept mail
- Ensure address meets ISP -specific requirements
- Verify the account is linked to an actual working mailbox (proprietary algorithm which includes a vast database of recent email deliverability findings and real-time SMTP check)

Step 2: Correct

- Misplaced or transposed @ signs and invalid characters such as spaces or quotes
- Typos in both TLD's (.com, .net, .edu, etc.) and LLD's (gmail, aol, hotmail, etc.)
- ANY misspelled domain, not just the most popular ones.
- Uncommon domain entries (such as @google.com instead of @gmail.com)

Step 3: Protect

- **Toxic:** Spam traps and honeypots
- **Undesirable:** Frequent complainers, role accounts, disposable domains, fictitious and malicious email addresses, client -specific suppressions
- **Not Best Practice:** DMA "Do Not Email List" and FCC wireless domains

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Sample Test Results:

Premium Email Verification and Deliverability Test of 50,000 records previously processed through a standard email service data provider, yielded the following results:

Approximately 9.8% were identified as "Warnings" (4,983 records) with various reasoning

FAST Facts

NEXXA's Premium Email Validation Service offers the following key benefits:

- Catches and corrects problematic addresses at the point of registration.
- Ideal for web-based forms, web-enabled devices or CRMs.
- Results available in milliseconds.
- Easy to integrate, cloud based service that can be utilized through a variety of technical options including a simple overlay, client side integration, and server-side REST architecture

- Invalid email account
- Do not email
- Problematic domain
- Bad domain
- Complainer
- Spam traps

Recommendations:

Nexxa recommends streamlining the verification and validation of email addresses through this service on an on-going basis for your customers. This will streamline cost savings, improve customer engagement, improve future and continuous communications, and ensure other client email communication is deliverable.

Service Options:

Via API or Batch or both. Both provide for 100% guarantee delivery for those emails identified and returned as safe to send.

Automated – Pay-as-you-go prepaid service.

Automated – Annual volume commitment with monthly minimum. Provides for a web user dashboard for your access to load and add API/webhooks as needed. No deposit required.