

Experian Email Validation

Quickly capture, standardize, validate and maintain accurate email addresses for your customers and prospects

With email as the primary form of communication for many organizations, having confidence in your email data has never been more important. However, organizations believe that 28% of their customer and prospect data is inaccurate in some way.¹ It's essential to capture and maintain accurate, valid and correctly formatted email addresses to maximize the success of your marketing campaigns and communicate effectively with your customers and prospects.

Experian Email Validation standardizes and validates email addresses in real time at the point of collection or in bulk behind the scenes. With over 900 million validations in the last 12 months, our solution is relied on by customers worldwide to enhance the quality of their customer contact data. Experian Email Validation checks every component of an email address, including the syntax, validity of the domain and existence of the username. It also identifies harmful email addresses and provides common email domain corrections.

Coverage

- Consumer and business email validation globally

Features

- Real-time checks with each Internet Service Provider via SMTP and unique proprietary methods to ensure that the email address is live and active
- Filter for spam traps and email addresses containing profanities
- Email syntax check with corrections suggested for common errors in email domains
- Disposable and temporary email addresses removed that will be inactive after a period of time
- Simple and actionable validation response codes
- No fee for "Unknown" responses
- Flexible deployment methods to suit any environment
- User portal to monitor usage in real time
- License on a transactional per seat or annual basis
- 24/7 customer support globally

How Experian Email Validation works

Real-time validation at the point of collection

Capture, standardize and validate email addresses in real time at the point of data entry. Whether through your website, at a point of sale, or in a call center or CRM system, our API integrates seamlessly into your processes to protect your data quality without disrupting the user experience.

Automated batch processing

Arrange for your email address lists to be automatically uploaded to a secure FTP website on a daily, weekly or monthly basis for cleansing. Within a few hours, the file and its results are returned to the secure FTP site for your retrieval.

Service cleanse

Validate your email lists on an ad-hoc basis, depending on your need, by submitting your data to Experian's Professional Services team. We'll process your file and provide a summary of the overall health of your email data and insights into the typical issues in your lists.

¹ Source: Experian 2020 Global Data Management Research Report

Product sheet

Experian Email Validation

Benefits



Improve email marketing

Email validation helps ROI of your email campaigns by minimizing hard bounces, preventing your emails being blocked, and improving email deliverability and placement.



Reach your customers

Valid email addresses enable you to communicate effectively with your customers, deliver important messages to your intended recipients and continue to build strong relationships.



Prevent unwanted registrations

Eliminate bad addresses in your database or as part of the form-fill process to ensure the leads your business receives are reliable.



Cut operational costs

Correcting data issues manually takes time and money. Automating data quality management eliminates the potential for human error and enables employees to spend their time where it matters most.

Email address is successfully validated in a CRM system.

Email address is deemed invalid and unreachable.