

# GuideSpark Relies On Email Verification Plus Hygiene To Better Manage The Explosive Growth In Its Growing Email Address Database



"Because the GuideSpark email address database is growing exponentially, it's even more important that we're on top of database health. Much like marketing automation, email verification and hygiene is something everyone needs to do."

- Jessica Kao, Senior Marketing Manager, GuideSpark

## Business Needs

- Monitor email address database health to improve email verification and deliverability.
- Manage a 3,900% increase in email addresses (10,000 to 400,000) that grew during an 18-month period.
- Achieve a minimum 98% deliverability rate.

## Challenges

- Avoid the risk of spam traps and developing a bad sender reputation due to both hard and soft bounces.
- Integrate email verification into GuideSpark's Marketo marketing automation platform via predetermined webhook commands that run in the background before the intended message reaches the targeted recipient.
- Organize email addresses by proper code in order to monitor three labels: valid, invalid or malicious.

## Solution and Results

- Improved email verification due to better database management which identifies email addresses that are no longer relevant.
- Automated segmentation of database with viable email addresses based on various codes and activity filters.
- Instantly produced reports to executive management with database updates including new labels explaining each database segment.
- Reduction in bounce rates from 20% to 2%.

## Inside the Solution

- Data as a Service
- Email Verification Plus Hygiene



Ethical email marketing means avoiding a bad sender reputation. And GuideSpark's approach to improving the health of its email address database speaks volumes. That allows GuideSpark, a SaaS communications platform, to go about its business of helping employers engage their employees with customized content on complex topics like benefits, compensation, health and financial wellness, and onboarding programs.



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