

Informatica Email Verification Plus Hygiene

Benefits

- Avoid wasted resources and lost revenue from deliverability issues
- Enhance customer loyalty and satisfaction
- Know your true email campaign performance metrics
- Have confidence in your customer data quality

Enhance Customer Loyalty and Avoid Risking Your Sender Reputation with Accurate Email Addresses

It's likely that your marketing, sales, and customer service departments collect more email contact data and send more email to customers than ever before. In the early days of email, deliverability boiled down to preventing typos. Today, the challenge is more complex, because your ability to send email to customers is completely tied to your sender reputation.

An enterprise's sender reputation can be affected by many factors, including high bounce rates, spam complaints, and open rates. It can also be affected if you send messages to malicious or suspicious email addresses that make it into your contact data, which can put your email domain on a blacklist. Being blacklisted means your email will be blocked from reaching your customers - an expensive and time-consuming problem that is difficult to overcome.

Ensure email program success

Informatica Email Verification Plus Hygiene is the only email data quality solution that answers the two questions essential to success in the email channel:

1. Is an email address valid, or will it bounce?
2. Will I risk my sender reputation if I email this address?

Using Informatica Email Verification Plus Hygiene to answer these questions will help you control your email deliverability, bounce rates, sender reputation and ultimately your email program success. Gain confidence that when you send email to your customers, it is more likely to reach the inbox for critical customer communications, marketing promotions, and better sales.

Informatica Email Verification Plus Hygiene's unique approach, continuously improved for more than 10 years, reduces email bounces and delivery failures by 97 percent or more. Our email verification experts ensure that you can always expect accurate results. Email Verification Plus Hygiene checks email addresses in real-time for up-to-date accuracy.

Informatica Email Verification Plus Hygiene transforms your email contact lists and minimizes your chances of ending up in the junk folder. Proactively reduce the risk of losing sales and draining your resources due to a poor sender reputation.

“The Informatica Email Verification service was an important integration into our POS system. It has proven to be a valuable solution that consistently provides fast, accurate results.”

– John Williams,
Vice President of
Information Technology,
Party City

Key Features

Leverage over a decade of expertise

With more than a decade of investment and development, Informatica Email Verification Plus Hygiene is a powerful solution that validates millions of email addresses in real-time. It gives enterprises higher confidence in their email communications, whether for sales, customer service, account management or marketing promotions.

Verification is a four-step process:

1. Industry email standards: Does the email address look the way it should at a basic level?
2. Domains: Does the domain name exist? As in, @companyname.com or @gmail.com.
3. Servers: Check against mail servers to determine that the username exists.
4. Proprietary real-time verification: This specially designed process validates if a username exists at servers where the connection used in step three is not reliable (such as Yahoo or Hotmail).

Email Hygiene works as a forensics unit for your email contact lists. Find suspicious email addresses so you can remove them - before contacting them. Email Hygiene uses an evidence-based approach and proprietary, intelligent algorithms to locate email domains involved with spam networks, traps, and other malicious threats, using knowledge from over 10 years of analysis and experience.

Easy-to-use status codes

At every step of the way, Informatica Email Verification Plus Hygiene puts you in control. Each email address is given a status code, indicating if an email address is valid, invalid, or malicious. You can then make the best decision to remove it or keep it.

Status Number	Status Description	Send If Acquired	And Have Activity	Suppress
 200	Email Valid	Send		
 210	Domain Confirmed	Refer to Hygiene code and prior sending data is applicable*		If email bounces 1X
 220	Analytics in Progress	Organically with user-based submission evidence		If email bounces 2X
 250	Email Valid, Potentially Dangerous	Organically with user-based submission evidence	within the last 90 days	Refer to Hygiene code and prior sending data if applicable*
 260	Domain Confirmed, Potentially Dangerous	Organically with user-based submission evidence	within the last 60 days	Refer to Hygiene code and prior sending data if applicable*
 270	Analytics in Progress, Potentially Dangerous	Organically with user-based submission evidence	within the last 60 days	Refer to Hygiene code and prior sending data if applicable*
 300	Email Not Valid	Do not send		
 310	Trap	Do not send		

* Suppress unknowns, invalids, parked domains, moles, former traps, and seeds. Send only to safe and pattern match. If you have any evidence of engagement, transactional history, or purchase behavior from specific email addresses, continue sending to those particular email addresses.

An example of Email Verification Plus Hygiene status codes and recommended actions to take for each result.

“Deliverability is our main reason for using Informatica Data as a Service, because keeping your sender score up as high as possible is important when you are dealing with a high volume of email each week. Using Informatica Email Verification Plus Hygiene gets you in the comfort zone and away from the gray zone, where you could potentially be blacklisted.”

— Brian Chiosi, Marketing Systems Lead, RingCentral

Use in real-time and in batch

Two popular ways to use Informatica Email Verification Plus Hygiene are in real-time and in batch modes. Many enterprises apply both, using real-time to cleanse and verify email addresses at the point of collection, while employing a batch schedule to continuously verify existing data (since contact information changes regularly).

A real-time, cloud-based integration can be applied to web forms for ecommerce shopping carts, landing pages, and point-of-sale platforms in-store. This front-line check prevents you from emailing invalid addresses before you ever send to them, ensuring you get the right data while the customer is engaged and can make corrections.

When your customer types in his or her email address, the Informatica Email Verification Plus Hygiene solution does a real-time check to determine if the email address is valid. If invalid, the customer is prompted on the form to re-type the email address. If the domain was misspelled, suggestions are given (“Did you mean @yahoo?”). The same process applies to point-of-sale, where the store employee would make any corrections while the customer is still engaged.

For your existing email contact lists, batch processing is ideal. This method allows you to run your entire contact list through the solution at one time. On average, 30% of contact data changes yearly, so it’s essential to verify and cleanse your data on a regular schedule. A batch can be run as often as you need. As a best practice, a quarterly schedule is recommended at minimum.

Integrate anywhere

Email Verification Plus Hygiene is cloud-based and can integrate with your existing systems, so you don’t have to learn and manage a new one. There’s no hardware or software to install, and you can take advantage of pre-built integrations with Salesforce.com, Marketo, and other popular platforms.

ABOUT INFORMATICA

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Key Benefits

Avoid wasted resources and lost revenue from deliverability issues

Email is an effective communication channel, with the best ROI in the business. Think of all the time, effort, and creative brainpower put into your customer emails. Get more of that hard work into inboxes with proven email verification techniques that increase deliverability and sender reputation. Informatica Email Verification and Email Hygiene work together to remove invalid and malicious email addresses from your contact lists - before you send to them. More delivered messages equals additional opens, higher click-through rates, increased conversions - and ultimately increased revenue.

Enhance customer loyalty and satisfaction

Be confident you are delivering on promises to your customers. For example, if an in-store customer opts to have a receipt emailed to him or her while at the point-of-sale, it's important for that customer to receive that email. Lack of communication equals unhappy customers. Don't miss out on key customer communication. Per Dun & Bradstreet, in a year, 30 percent of email addresses change. Ensure your customers receive reliable and appropriate communication, and they will respond with increased brand loyalty.

Know your true email campaign performance metrics

Marketing and sales teams rely on metrics to measure performance and provide input to future business planning and investment. Without accurate metrics, plans fall flat. If your existing contact lists have invalid email addresses, or if you send email to addresses that consistently bounce, it can be difficult to know the true ROI of an email campaign. In a survey, 87% of marketers said that capturing accurate contact data is critical for measuring ROI effectively¹. Informatica Email Verification Plus Hygiene takes the guesswork out and supplies your enterprise with a true understanding of campaign effectiveness.

Gives you confidence in your customer data quality

High data quality standards are now a major focus for many enterprises. Gartner research indicates that the average financial impact of poor data quality on organizations is \$9.7 million per year². Verifying and cleansing your email address contact data on a regular basis is a simple but powerful best practice that gives you more control over your data quality.

¹Ascend2 & Informatica - Leadership Benchmark Report on Marketing Data Quality Trends.

²<http://www.gartner.com/smarterwithgartner/how-to-create-a-business-case-for-data-quality-improvement/>

