

Informatica Contact Data Verification

Key Benefits

- Deeper engagement with customers, partners, and prospects
- Better insight improves your ability to segment, target, and personalize
- Close more business by identifying and targeting better audiences
- Gives you higher confidence in your data quality across your organization

Contact Data: The Foundation of Sales and Marketing Success

Every contact you have with a customer is an opportunity to build stronger, longer lasting, and more profitable relationships. If you are managing your contact data effectively, then you are already enjoying the benefits of trusted customer data. According to a [recent survey](#),¹ 66 percent of respondents indicated they struggle with capturing and maintaining accurate contact data, which exposes organizations to some very serious problems.

The negative effects of inaccurate customer data become worse the longer you leave the data unfixed. Inaccurate and out-of-date customer data impacts your ability to provide a great customer experience. Moreover, it erodes your bottom line, as you absorb the cost for returned packages that never reach your customers.

When your customers' email addresses, postal addresses, or phone numbers are inaccurate or incomplete, the foundation of your customer communications becomes unreliable. As bad contact data ripples through your marketing and enterprise systems, it undermines and degrades your efforts to send messages through email marketing, mobile messaging, or promotional mailings. It makes it difficult to provide customer support or process customer orders and payments. It also ruins marketing efforts, such as lead nurturing and outbound calling campaigns.

As marketing becomes increasingly data-driven, it's more important than ever to verify and enrich data in real-time at the point of collection—before it's ever used. Without verification, bad data leads to high email bounce rates, returned deliveries, special offers that don't convert, and inconsistent service to customers. The downstream impact? Disappointed customers.

Informatica® Contact Data Verification verifies customer email addresses, physical addresses, and phone numbers in real-time. With high-quality contact data, you can more successfully segment your audience, deliver targeted offers, customize communications, and deliver a great customer experience.

¹ Contact Data Verification Strategies for Marketing and Sales: A benchmark report based on research by Informatica and Ascend2

Three Data Quality Solutions in One

Informatica Contact Data Verification is a single solution with three integrated contact data services that improves your data quality, so your communication and outreach are successfully received by your customers:

- Email Verification Plus Hygiene
- Address Verification
- Phone Validation

Email Verification Plus Hygiene

Informatica Email Verification service reduces email bounces and delivery failures. Email Verification has helped organizations reduce their bounce rate from 20 percent to 2 percent. Find out how GuideSpark, a supplier of employee communication systems for businesses, achieved this.

Read the [GuideSpark](#) success story.

With over 10 years of continuous improvement, Informatica email verification technology ensures that you always receive reliable results. Email Verification checks email addresses in real time for up-to-date accuracy.

In addition to verifying email address accuracy, Email Verification also features a Hygiene layer that:

- Removes malicious and spam email addresses that pose a threat to your organization
- Minimizes your chances of ending up in junk folders or getting blacklisted
- Proactively reduces the risk of losing sales and draining your resources due to a poor sender reputation
- Ensures up-to-date contact data across all your systems and platforms, all the time

Address Verification

Informatica Address Verification ensures that your customers' postal addresses are validated, corrected, and standardized. Our address verification solution is the only address verification tool to be certified by all five global postal certifications. The service includes address verification for more than 240 countries and territories, covering the entire globe (as your customers aren't just in one place). By verifying the accuracy of your customers' postal addresses, you can ensure that all of your packages, invoices, and marketing materials make it to the right customer—the first time.

Phone Validation

Informatica Phone Validation gives you the most current results for telephone numbers in 240 countries and territories. The service verifies the entire phone number, gives you data on what kind of phone the number is associated with (i.e., mobile, landline, free phone, or VOIP), gives you carrier details, and provides geographic data points, such as time zone. Use Phone Validation to learn more about your customers in virtually any country.

Key Features

Integrate Anywhere

Informatica Contact Data Verification products are cloud-based, so you can integrate the full suite with your existing systems. With prebuilt integrations with products such as Salesforce.com, Marketo, and the Informatica product suite, you can get started right away.

Flexible Options, Built for Business

Contact Data Verification can be used in real-time at the point of data entry or in batches to verify existing data sets as part of a regular clean-up process. Many enterprises apply both. You can use real-time verification to verify email addresses, physical addresses, and phone numbers at the point of collection and use a batch schedule to verify and update existing contact data.

A real-time, cloud-based integration can be applied to digital interactions and embedded in landing page forms and e-commerce checkout pages, as well as in-store email acquisition and e-receipts. This front-line check prevents invalid email addresses from entering your database before you ever send anything to them, ensuring you get the right contact data while the customer is engaged and can make corrections on the spot.

For existing legacy contact lists, batch processing is ideal. This method allows you to run your entire contact list through the verification process at one time.

Contact data can be entered incorrectly or go out of date. On average, 18 percent of telephone numbers change every year, as do 20 percent of postal addresses, and 30 percent of email addresses, according to Dun & Bradstreet, so it's essential to verify your data on a regular schedule. A data batch for verification can be run as often as you need.

Figures 1 and 2 below give examples of how Informatica Contact Data Verification ensures data quality at the point of entry. In Figure 1, the customer completes the web form with incorrect information. In Figure 2, Informatica Contact Data Verification checks the email address, postal address, and phone number of the customer as it is entered. Any missing or incorrect information is then presented to the customer to fix. Invalid data is corrected in real-time while the customer is still engaged, which helps ensure your systems are free of data entry errors.

The screenshot shows a web form with the following fields and values:

- Email: dshconski@fail.com
- First Name: (empty)
- Last Name: (empty)
- Address Line 1: 100 buttercup lane
- Address Line 2: (empty)
- City: Huntington
- State/Province: NY
- Postal Code: (empty)
- Country: United States
- Phone Number: 516-899-0223

Two error messages are displayed in orange callout boxes:

- Invalid Email Address
Please enter a valid email address.
- Invalid Phone Number
Please enter a valid phone number.

A Submit button is located at the bottom center of the form.

Figure 1: A customer completes a form with incorrect information.

The screenshot shows the same web form with the following corrected values:

- Email: dshconski@mail.com
- First Name: (empty)
- Last Name: (empty)
- Address Line 1: 100 BUTTERCUP LANE
- Address Line 2: (empty)
- City: Huntington
- State/Province: NY
- Postal Code: 11743-3004
- Country: United States
- Phone Number: 516-999-0223

A Submit button is located at the bottom center of the form.

Figure 2: Informatica Contact Data Verification presents the correct information to the customer in real time.

Governance

Sales and marketing teams retain customer information in many places, such as CRM systems, marketing automation applications, email service providers, spreadsheets, and other applications. Once you begin to use your customer data, your job is not yet complete. To ensure consistent and continuous data quality into the future, your data should be governed, so it's verified to be current, accurate, and complete on a regular basis.

Key Benefits

Deeper Engagement With Customers, Partners, and Prospects

Reduce email bounces, undeliverable mailings, and unusable phone numbers: Address Verification ensures that mailings, including customer orders, bills, invoices, special offers, and more arrive at a valid address, reducing costs from returns, re-shipping, and miscommunication. The result of reducing bounce rates and deliverability issues? Better customer loyalty, higher satisfaction rates, and increased sales. Phone Validation improves efficiency in call centers and increases prospect outreach for better sales, marketing, and customer service. You'll be able to reach more customers with your messaging and communications throughout your organization.

Better Insight Improves Your Ability to Segment, Target, and Personalize

Customer data acquisition is costly, but it is essential to a company's success. But they can't create accurate, personalized messaging and targeted offers without one key ingredient: high quality contact data.

Segmentation of your customers allows you to be more relevant with every engagement along their journey. When you acquire customer data that is verified as valid and ready to use, you can segment your customer lists and personalize messaging with confidence.

Better engagement in this way leads to great return on investment. If there are gaps in your data that prevent you from segmenting your messages or personalizing your communication, marketing technology tools exist that can help enrich your data to provide deeper insights.

Invalid data can be much more expensive, when measured in lost opportunities and unhappy customers. Use Contact Data Verification to ensure that essential communication from marketing, sales, and customer service reaches the right customers and prospects at the right time.

Gives You Confidence in Your Data Quality Across Your Organization

High data quality standards are a major focus for many enterprises as marketing is increasingly data-driven. Verifying your contact data on a regular basis is a simple but powerful best practice that gives you more control over your data quality. Since it's available as a cloud-based service, you can implement Contact Data Verification anywhere you collect or enter contact information across your organization's systems.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Close More Business by Identifying and Targeting Better Audiences

Marketing and sales executives know the key to driving incremental new revenue lies in the ability to deliver the right message to the right person at the right time. The key to accomplishing this goal is having the ability to segment customers and prospects effectively, in order to engage the right audiences in the most productive, relevant ways possible.

“Using 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 at RingCentral

“We don't know any other company that provides professional address validation for so many countries.”

– Joerg Schneider, International Sales Director, Deutsch Post

“Everything is truly real-time from the moment a user completes a web form.

It's all automated, allowing intelligent decisions to be made before an email is ever sent.”

– Danny Essner, Head of Merchant and Partner Marketing, Magento



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