

Melissa Data Unveils New Email Validation Tool

Email Object offers the fastest, easiest way to verify email addresses!

RANCHO SANTA MARGARITA, CALIF. (January 14, 2008) – Melissa Data, (www.melissadata.com), a developer of high-performance contact data verification and mail management solutions, has unveiled a new product for verifying email addresses, Email Object. This customizable API tool can be used to verify email addresses in databases, address books and spreadsheets, or from a website form. Email Object is ideal for companies who rely heavily on email communication to stay current and connected with their customers, or for those companies looking to benefit from the affordability of email marketing campaigns.

“The first thing you have to do in email marketing is capture accurate data – it sets the stage for all future deliverability,” explained Bud Walker, Data Quality Tools Product Manager for Melissa Data. With Email Object you can remove invalid characters, as well as verify, correct, and update the domains of email addresses in batch or at point-of-entry to reduce undeliverable/bounce-back emails and increase response rates every time you hit send.”

Marketers run into some common problems while capturing data. “Customers sometimes enter ‘!’ instead of ‘@’, or double periods ‘..’ between the domain, or even misspell top level domains such as ‘con’ instead of ‘com’,” said Walker. “These would all be corrected with advanced syntax checking and save the programming time companies use to develop custom email validation rules.” Email Object offers three optional degrees of verification: syntax check, local database lookup, and MX-record lookup to ensure only legitimate email addresses are saved to the database.

Features include batch and point-of-entry validation, editable spelling lists, custom blacklisted and valid domains, a list of 125,000+ valid domains, a processing speed of millions of records-per-hour, and availability for both Windows and UNIX-based users.

Email Object is available as part of the Data Quality Suite—a toolkit for complete contact data verification of full name, address, phone number and email address— or as a standalone product for \$1,295.

For a Free Trial of Email Object or for more information visit:

<http://www.melissadata.com/emailobject/emailobjres.asp>

ABOUT MELISSA DATA

Melissa Data is an active DMA member, as well as a member of the DMA’s List & Database Council. For over 23 years, Melissa Data has been a leading provider of data quality solutions with emphasis on U.S., Canadian, and international address and phone verification, and postal software. Free trial software is available by visiting www.MelissaData.com or by calling **1-800-MELISSA (800-635-4772)**.