



Verify Emails & Improve Deliverability

Looking to boost response rates? Melissa Data's Email Address Verification tools validate, standardize, and parse email addresses, plus correct common typographical errors to improve the effectiveness of your email marketing campaigns.

Email Address Verification

Real-Time Verification Capabilities

Validate, parse, and correct email addresses to help your organization improve email deliverability and increase response rates. Additional benefits of Email Address Verification include: reduce bounce-backs and Spam complaints; improve your reputation as an email sender; and increase open rates, clicks, and conversions. Our solution is available as an API, Web Service, & via Batch Processing.

Eliminates up to 95% of Bad Emails

Our Global Email Cloud Service features real-time Email Mailbox Verification. It utilizes cascading levels of verification to provide the quickest, most accurate results possible. Verifying email validity uplifts your campaigns, protects sender reputation, reduces bouncebacks, and ultimately reduces costs.

How Verification Works

1. Our service first checks the email domain, syntax, and the spelling.
2. Next, it checks the email against a large database of known good/bad records.
3. If everything is valid, it will then test for SMTP email mailbox verification in real time (Cloud version only).
4. Finally, it parses email addresses into various components.

Input/Output

Sample Email Input	Sample Email Output
Bud@800miAL.con	Email: bud@melissadata.com
	Domain Name: melissadata
	Mailbox Name: bud
	TLD Name: com
	TLD Desc: commercial

Benefits & Features:

- Corrects formatting & syntax errors (i.e., "@@" to "@")
- Eliminates 95% of bad emails with Email Mailbox Verification (Cloud version)
- Avoid blacklists & spam folders
- Turns undeliverable emails into deliverable ones
- Finds & corrects misspelled domains
- 120-day ROI guarantee

Free Trial - Email Address Verification

Need to validate, parse, and correct your international email addresses?
Get started by requesting a free trial of our Email Address Verification solutions.

>> CLOUD SERVICE: www.MelissaData.com/email-cloud

>> API: www.MelissaData.com/email-api

Customize To Meet Your Needs

Both the Global Email Cloud Service and the API are flexible developers' tools that allow for easy customization, including the ability to add domain names, specify misspelling fixes, standardize casing of email addresses, and specify invalid domain names for suppression.

FCC Mobile Domain Detection

To assist in maintaining CAN-SPAM compliance, our solutions have been enhanced with a list of mobile domain names to indicate when a submitted email address is a mobile email address (marketers are prohibited from sending unwanted commercial email messages to mobile domain names without prior permission). The data is updated by wireless service providers and included with all updates.

System Requirements

API Platform: Library available for Windows 2003/2008/7/Vista;
Red Hat; Solaris; SPARC platform; AIX; Power; rs/6000; PPC;
HPUX; PA-RISC; and Itanium.

Cloud-based: Supports multiple protocols, including: JSON,
SOAP, XML, and REST.

About Melissa Data Corp.

Since 1985, Melissa Data has been a leading provider of data quality and address management solutions. Melissa Data's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 10,000 companies worldwide rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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