

Data quality for Salesforce Marketing Cloud

Automate your email marketing campaigns and be confident you are reaching customers

For marketers, email has been a prime channel to stay engaged with consumers. Email is a reliable and budget-friendly form of communication that can reach consumers, even on the go. However, to maintain a strong email presence and remain a reputable sender, it's important to ensure your data is complete with verified email addresses.

Experian has partnered with Salesforce to integrate our email validation service into their Salesforce Marketing Cloud; a marketing automation platform that helps clients run campaigns. With our solution, you can increase marketing accuracy and have the ability to streamline marketing tactics to focus on highly effective, customer-centric strategies.

Benefits

Protect the integrity of your email data

Invalid emails can result in unnecessary costs. Automating data quality monitoring and verifying emails can ensure accuracy and email deliverability for campaigns and more.

Maximize colleague and customer satisfaction

Preferred contact data, like email, is essential to maintain strong relationships with customers.

See immediate return on investment

Deploy the certified solution directly from AppExchange in less than 30 minutes with default configurations and no coding required. Once deployed, the solution immediately improves the quality of email data and maximizes the ROI on marketing and customer outreach.

Cut operational costs

Leveraging accurate email data results in higher ROI because risk of bounced back emails and spam traps are minimized.

Features

Email validation

For every email that is changed or updated on the customer account, our solution will validate the email to ensure accuracy.

Automatic monitoring

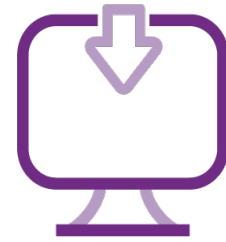
Experian will automatically monitor any change in emails hosted, so our client doesn't have to. We will also verify emails as they are changed.

Reporting generated

The Experian self-service portal allows you to manage your Experian hosted products and services including licenses, tokens, and users. You can create usage reports to monitor validation rates and set up notifications for key metrics.

Easy to install

Our solution is easy to install as it can be deployed from the Salesforce Marketing Cloud AppExchange site.



How email validation works with Salesforce Marketing Cloud

Our email validation service, integrated directly into Salesforce Marketing Cloud, watches for any changes in your email list and will verify any new or updated emails entering your Salesforce Marketing Cloud platform.

- Experian automatically monitors any changes within your email list hosted on our servers.
- If an email is added or changed, we put it through our email verification process.

How email validation works

Our email validation software ensures any emails on your list are real and ready to accept messages. Our tool takes four steps to verify every new email:

1. Proofreads the email address for spaces, missing punctuation or invalid formatting.
2. Ensures domains are valid and emails servers can accept mail—including both personalized domains and consumer domains like Gmail and Hotmail.
3. Verifies mailboxes can receive mail by running a test that does not notify the customer but confirms deliverability.

Ready to automate your marketing campaigns and reach your customers? Experian's email validation software with Salesforce Marketing Cloud will deliver your emails to the right place.

Visit us at [edq.com](https://www.edq.com) to learn more.