experian™

FAQ: Experian's Email Validation and Append solutions

With digital as the primary form of communication for organizations across every industry, having confidence in your data has never been more important. With the right email addresses, you can be sure your customers receive important messages you send, while also helping you increase deliverability, reduce bounce rates, improve sender reputation, and boost email campaign performance. Ultimately, this leads you to a greater return on investment for your email marketing campaigns. Experian can help you validate existing email addresses and append new addresses, so you can reap the benefits of an efficient and effective email program. As a trustworthy data quality partner, we are here to provide the best contact data and share our data quality best practices. Read more for answers to frequently asked questions on Experian's Email Validation and Append solutions.

1. What is the source of the email data?
Experian uses an internet-compiled data source that has been collected over two decades. Today, the database consists of 1.9 billion emails, including 275 million U.S. adults.

2. Does your solution flag business versus personal emails? If so, how is it populated?
Using aggregated, historical usage and insights from across Experian, each domain is investigated and organized based on multiple factors. We are constantly reviewing usage of all domains to ensure that our domain-type categorizations remain accurate, as well as to ensure we are able to add any new domains to the right category.

3. How do you know the email is the best email?
Experian returns usage metrics that monitor email recency of creation and usage frequency to give businesses insight into the activity of each email they have. Where necessary, this data can also be purchased and appended to emails.

4. How do you transfer protocols?
Experian uses both STS and SFTP as necessary; preference being STS for automated processing.

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Best practices for emailing

Follow the American Marketing Association (AMA)
First and foremost, we suggest following the AMA guidelines. Strategically aligning your email campaigns to these industry best practices can help your message reach the right inbox, securely and successfully.

[Follow the AMA here](#)

Protect sender reputation by validating emails
To ensure a successful campaign and good standing with the email providers, consider if you are reaching your end users or their SPAM folders. With verified emails, you can be confident that your emails are deliverable and getting to the right inbox.

Consider the content that is in your email
The contents of your email can be an important component to ensuring the safety and security of your business and client's information.

Identify the email sender and how to get in touch
This helps validate that the sender is, in fact, a real person and the company is looking to reach the client for business-related reasons. Including contact information invites the recipient to connect with the sender if needed.

Give recipients several options to contact the sender
We see that providing several ways to contact the sender yields the best results. A few examples include:

• Link to client portal or account
• Give a phone number
• Share instructions like "Call the number on the back of your card"

Providing several ways to contact the sender can help instill trust and ensure secure ways of communication.

Allow recipients to opt-out
[Refer to the AMA guidelines](#) to best understand why it's important to have opt-out options. Consider a way to provide a way for recipients to opt out in case they do not want to communicate with you via email.

Top features of our email services

Flexible deployment methods to suit any technical environment

Top security measures backed by Experian, a global leader in data privacy and security

Exceptional match rates means you only pay for the right results

All results are CAN-SPAM and CCPA compliant and permission-based

[Learn more about our Email Validation](#)

[Learn more about our Email Append](#)