experian.™

Experian Data Validation for Snowflake

Improve your customer experience with data quality for Snowflake

Trustworthy email and postal addresses are critical for most business operations and marketing initiatives. However, inaccurate data happens, and whether it's a mistake or intentional, invalid emails and addresses become a lost opportunity to connect with valuable prospects and customers. With Experian's Address and Email Validation, Snowflake users can seamlessly validate consumer contact data within their Snowflake environment to ensure customers and prospects receive marketing messages and critical updates. Experian brings over 20 years of experience in helping organizations acquire trusted addresses and emails at the foundation of their data strategy.

Features of Email and Address Validation:

Email Validation

Email verification ensures Snowflake users have ongoing success with email deliverability and campaign performance by identifying incorrect, undeliverable, or harmful emails.

Intuitive email functionality: Correct potential typos to ensure you collect deliverable email addresses with easy-to-understand, actionable response codes.

Address Validation

Address verification uses the latest USPS® data to verify a physical address, allowing only accurate, standardized data to enter into a client's Snowflake platform.

Robust address capability: CASS™ certified based on carrier route, 5-digit ZIP+4 codes, and Delivery Point Barcode (DPBC). More than 240 country data sets, including county code, geolocation, and more.

How it works:

Once emails and addresses are in your Snowflake platform, they will securely flow through Snowflake Data Sharing to Experian's Snowflake environment, where we will use an existing bulk processing platform to complete validation. The validated results then will seamlessly flow back to your Snowflake account through Snowflake Data Sharing.

Benefits

Improve marketing performance
Ensure your messages reach the intended audience quickly and efficiently

Reduce costs
Associated with wasted postage, returned mail, and resources needed to correct invalid data

Increase productivity
By reducing the time it takes to manage each consumer and prospect

Seamless customer experience
Through timely deliveries and more effective, relevant online communication

Easy-to-use
Seamless functionality acts like an integration to validate consumer contact information (email and address) directly within the Snowflake platform

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

Address and email accuracy is critical when managing customer data so that you can improve operations, customer service, and marketing performance.

Visit **edq.com/integrations/snowflake/** to start improving data quality within Snowflake today.