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How real-time email verification can improve UX and maximize revenue

Businesses and consumers alike are living in a digital age. According to our recent study, 45 percent of revenue today comes from digital channels. When you are investing in your digital strategy, providing a seamless and positive digital user experience (UX) should be a priority. Where should you start? Because email is a popular communication channel for most organizations, investing in real-time email verification is a good place to start. Organizations that are able to implement real-time email verification on their digital channels can improve the user experience (UX) and maximize revenue. Here's why:

1. **Reduce shopping cart abandonment**
   Providing a strong digital experience during the checkout process is critical. However, when no front-end checks of customer contact data are required, customers can enter invalid information, which means they will either need to go back and manually correct the data, or they will proceed with the checkout process using invalid contact information. This can create frustration during—and after—the checkout process and, ultimately, it can negatively impact customer loyalty. When you have real-time email validation integrated into your digital channels, you can save customers time during checkout and provide a more frictionless experience. For your organization, that might mean less shopping cart abandonment and less time spent correcting data errors on the back end. In the long term, that can mean positive impact on your bottom line through increased customer loyalty.

2. **Improve customer service**
   Customers in the digital age are always on the go and conduct business on mobile devices. This is one of the reasons why email has become one of the most efficient and effective ways to communicate

with customers and prospects. This trend becomes especially important in instances where there is a customer service issue—whether that's billing, shipping, or communications sent to incorrect persons. Email should be an effective way for your business to communicate with the intended recipient, but if your organization is collecting invalid email data, this can result in increased time and resources spent from customer service agents. What's more, because your customer service representatives are spending time manually correcting email data errors, they will not be able to help as many customers. When your organization is proactively correcting for email data inaccuracies before they reach your database, more customer service resources can be available to create a positive user experience.

3. **Keep it personalized**
   Customers enjoy feeling valued by the businesses they shop at. However, when customers receive duplicate emails and repeat communications, they can start to feel as if the organization doesn't know or appreciate them. When your business is able to validate email addresses as they enter your system, you can have

trust that the email data living in your database is reliable and accurate. When it comes to UX, that means your customers won't receive repeat or incorrect communication—contributing to better customer relationships and improved loyalty. What does that mean for your bottom line? It means maximized ROI of the email marketing campaigns sent, more effective customer communication, and the confidence that each email your organization sends out reaches the intended audience.

4. **Maximize revenue opportunities**

Improving UX is just the first step when it comes to the benefits of investing in real-time email verification. Once you have confidence in the accuracy of your email data, it opens the door for your organization to be able to leverage email data for more strategic business objectives. With accurate information, you can begin to append additional insight to the email data you collect to further personalize and target email messaging. This can help improve the UX because customers will see that your organization is committed to providing them with the right messages or incentives. What's more, any analytics your organization completes based on
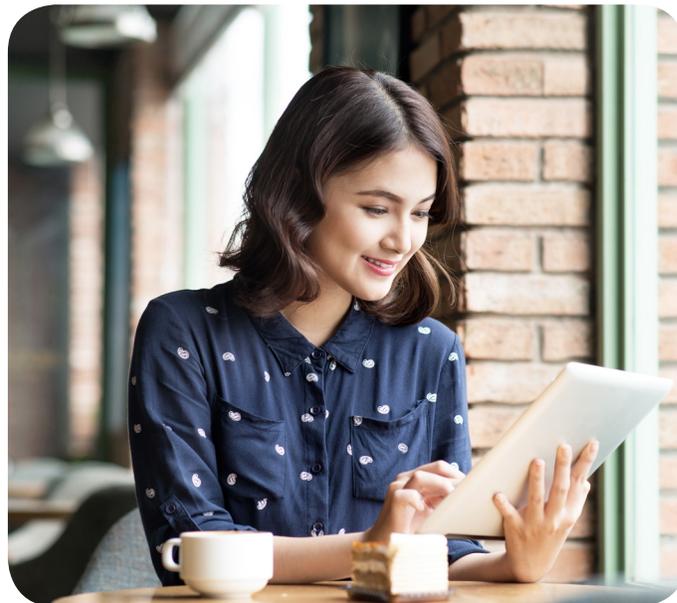
email data can be trusted as you have the confidence that the data is valid and accurate. The bottom line: whatever the objective, when you have implemented a real-time email verification solution, you can have confidence and trust in the email data your organization collects.

It's no secret that organizations depend on email to connect with prospects and strengthen customer relationships. When your organization has a strong email communication strategy, you can stay a step ahead of the competition and be a leader in the digital era. Real-time email verification is an important piece of your organization's larger data strategy, and it enables a frictionless UX that can more broadly contribute to an improved bottom line.

Email verification is just the first step. Check out our white paper to learn why data is the key to a superior UX across all communication channels.

Unlock multichannel success