

Experian product

# Data quality overview

## Powering the best data-driven outcomes for your business

Business initiatives are only as effective as the data used to drive those goals. Unfortunately, data errors can occur despite the best of precautions. That's where we come in. Experian is the global leader in providing data quality software and services. We deliver tools that cleanse, standardize, manage, and enhance your customer data through real-time, back-end, and integrated solutions that allow organizations to get the most out of their data.

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## Data Validation Solutions

### Email validation

Our Email Validation solution checks email addresses for typos, errors, and spam traps. Then, we verify that the domain can accept mail and test each email address with a silent ping to confirm if the email works.

Available in:

- Real-time
- Automated
- Batch processing

### Phone validation

Our Phone Validation solution searches data from nearly 1,500 telecom providers in 200+ countries globally to check if a number is active. We also collect information on the number—such as phone type, network status, and origin country.

Available in:

- Real-time
- Automated
- Batch processing

### Address validation

Our Address Validation solution checks postal addresses against source of truth data sets, like the USPS, The Royal Mail, and The Australian Post, to determine if the formats are valid and if the addresses are deliverable.

Available in:

- Real-time
- Automated
- Batch processing



## Data Append Solutions

### Email append

Our email append service uses customer names and mailing addresses to quickly find the associated email address. The list of names and addresses is matched against our database of 1.9B unique email addresses attached to over 275M US adults.

We can also reverse this process to produce a name and address with an email address on input.

Available in:

- Real-time
- Automated
- Batch processing

### Phone append

Our phone append service uses an individual's name and postal address to find and append the associated phone number. To better understand who the customers are and how to reach them, Experian offers consumer and business phone data append.

We can also reverse this process which takes a phone number on input to produce the associated name and postal address.

Available in:

- Real-time
- Automated
- Batch processing

### Email Risk Score

Experian's Email Risk Score will attach a risk level associated with email addresses from 1 to 100, where 1 is low risk and 100 is high risk. The score is informed by an email database that has been carefully curated over 20+ years, containing over 1.9B emails and attributes—taking a close look at key indicators of risk such as email age, email validity, domain risk, and more.

Available in:

- Real-time
- Batch processing
- Can also be integrated into existing fraud or risk models



## Data Quality Platform

### Aperture Data Studio

Our **data quality and enrichment platform** empowers self-service data quality—enabling key data initiatives like governance and observability.

It's designed to connect to hundreds of data sources to profile data, standardize formats, correct errors, verify information, identify and view potential duplicates, and enrich data with our globally curated datasets. This allows users to develop trusted data, create a single customer view, gain deeper customer insight, and ensure transparent stewardship around regulation.

Available in:

- Hosted
- On-premise
- Option to deliver with Data Validation Solutions

### Single customer View

*Powered by Aperture Data Studio*

Our **single customer view package**, powered by Aperture Data Studio, connects hundreds of data sources and uses intelligent standardization, matching, and harmonization functionality to create a comprehensive customer profile with the best contact information.

Available in:

- Hosted
- On-premise
- Option to deliver with Data Validation Solutions

### DataArc 360

*Powered by Aperture Data Studio*

With DataArc 360™, users get powerful data discovery, transformation, and monitoring capabilities together with more than **130 pre-configured Metro 2® rules**.

This means that users can assess data across portfolios through a range of metrics and gain instant visibility into the quality of the data you furnish. This enables better management of data to address errors, complaints, and disputes.

Available in:

- Hosted
- On-premise

### Our annual research report found that...

- 1 **91%** of business leaders say implementing data quality has improved business agility
- 2 **83%** of business leaders expect digital transformation to improve through data quality
- 3 **86%** of business leaders believe they must automate their data quality activities to overcome skills shortages, reduce effort, and speed up data analysis



### Salesforce

#### *Salesforce x Data Validation*

As a Salesforce AppExchange Partner, our certified data validation app quickly validates, standardizes, and enriches addresses, email addresses, and phone numbers globally in real time. It works seamlessly within a CRM system to eliminate the potential for human error in data entry and ensure that data standards are adhered to.

### Microsoft Dynamics

#### *Microsoft Dynamics x Data Validation*

As a certified Microsoft Gold Partner, you can trust Experian to help you achieve trusted CRM data. Experian's data validation integration for Microsoft Dynamics 365 is a co-sell approved Microsoft ISV solution. The app validates and standardizes postal addresses, email addresses and phone numbers in real-time within Dynamics forms when a user creates or updates a contact, lead or account record.

### Snowflake

#### *Snowflake x Email and Address Validation*

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.

Once emails and addresses are entered in the 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 the Snowflake account through Snowflake Data Sharing.

### Alation

#### *Data governance x Aperture Data Studio*

Together, Alation and Experian build trust in data by delivering a comprehensive view of customers and business operations. These views are informed by quality data that improves with time. Our joint solution offers ongoing data profiling and remediation within Aperture Data Studio to operationalize data quality and automate improvements. This empowers our customers to increase visibility, control data for compliance, and empower all data users in their organization with quick access to self-service data.