experian™

Experian product

Email Validation

Improve email list hygiene so you can better reach your customers

Our latest study shows us that 99% of businesses are using email or have plans to use it in the future. The digital landscape has greatly expanded and email has become a standard form of communication for consumer outreach.

Today, a consumer's digital footprint is vast and it's not uncommon for an individual to have multiple emails or to mistype an email address at the point of entry. It's critical for businesses to be sending emails to valid and active inboxes to stay in compliance, uphold sender reputation, and avoid being blacklisted.

That's where Experian comes in

Our **Email Validation** corrects all parts of an email address like spelling and formatting, and ensures that the email address is live and receiving mail by sending a silent ping. Available in various deployment methods, our Email Validation solution will return a verified address in real-time or in batch.

Top features

Data correction
Correction of potential typos and formatting issues to ensure you collect deliverable email addresses, and receive easy-to-understand, actionable response codes.

Top security measures
Experian takes the top security measures to ensure global data privacy and security are upheld.

Flexible deployment options
Email Validation is offered in batch cleanse or real-time API to suit any technical environment and business need.

Deployment methods

Real-time email verification
We can validate emails at the point of collection as part of both internal and external applications.

Automated batch hygiene
Automatically cleanse large volumes of email addresses on a recurring basis.

List validation
Email lists can be validated on an ad hoc basis depending on your need or preference. We will process your file and provide you with a summary of the results.

Email correction examples

Email entered	Type of error	Correction
jonthompson@gmial.com	Mistyping	jonthompson@gmail.com
ted_king@yaho.co	Omitted letters	ted_king@yahoo.com
john.doe@sbcglobal.com	Incorrect domains	john.doe@scbglobal.net

With Email Validation, you'll be confident that you're only collecting accurate and complete email addresses.

Start your free trial