

QAS Email Validate

Identify and correct invalid email
addresses at point of collection



Is email accuracy vital to meet your objectives?

Email is quickly becoming the most popular, cost effective and measurable way of communicating. Email user numbers are expected to reach 1.6 billion by 2011¹ and email marketing now accounts for over 50 per cent of marketing communications.² Data quality concerns surrounding online communications plague most organisations. It is no different to other contact information held on your database, except arguably easier to change and often contacts can have multiple email addresses.

A wrongly addressed email will fail to reach its intended recipient, not only resulting in a communication gap but, inevitably for the commercial sector, also lost revenue opportunity. In a recent report, the quality of email data was defined as the biggest barrier to effective email communication.³

Experian QAS offers an email solution designed to improve the accuracy and validity of your email addresses from the outset. QAS Email Validate instantly identifies invalid email addresses at point of collection, preventing false information from entering your contact database.

The benefits of email validation

An accurate contact database will lead to improved relationships with customers at every point of interaction. By confirming the accuracy of an

email address at point of collection, organisations can:

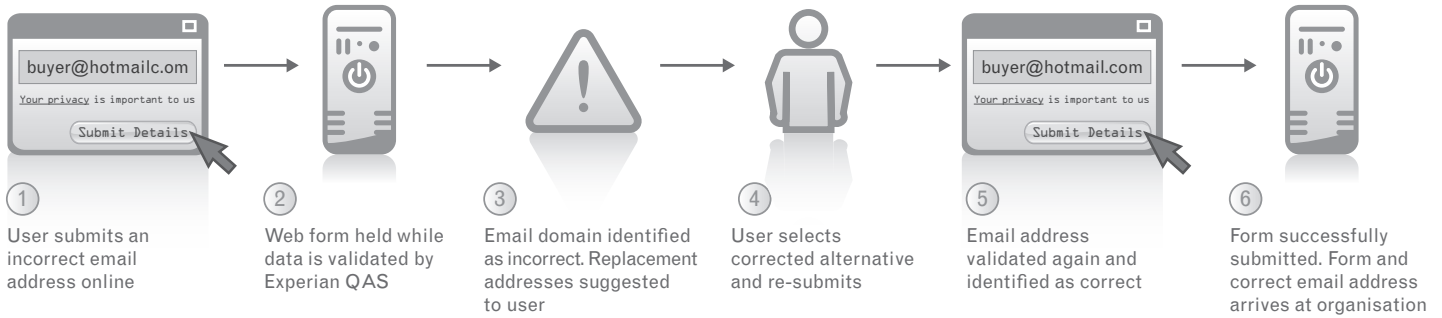
- Improve customer service and perception by preventing inaccurate or incomplete contact information from impacting communication processes
- Achieve more effective email marketing and increase campaign conversion
- Increase the overall reliability of contact information in an organisation's proprietary customer or prospect database
- Reduce time and resource wasted on manually correcting invalid email addresses
- Avoid lost revenue by boosting completion rates of website forms
- Protect brand image
- Maintain the integrity of contact data

¹ The Radicati Group, October 2007 Report, www.radicati.com

² B2B Marketing magazine, Email data survey, May 2009, www.b2bm.biz/email

³ Email Marketing Census 2009, www.econsultancy.com

Six steps to valid email addresses:



How does QAS Email Validate work?

QAS Email Validate inspects the structure or 'syntax' and formatting of an entered email address. It then verifies that the domain name exists and can receive email in order to confirm its overall validity. Where appropriate, corrections are suggested for typographical errors. The service is also able to detect improper email address formats for common domains such as Hotmail® and AOL®.

QAS Email Validate has the following features:

Instant error detection

Email validation errors are identified instantaneously, allowing users to fix incorrect elements at point of entry in real time.

Multiple settings

Submitted email addresses go through a rigorous series of checks to ensure the email address is valid. Users also have the ability to check the authenticity of the format, syntax, domain, and even the user name as desired. You can choose an appropriate level of checking for

your needs depending on whether your priority is speed of response or depth of verification.

Customisable user integration

The user can determine which email addresses to accept, reject, fix or change based on several settings of validity.

Simple implementation

QAS Email Validate is easy for organisations to integrate, with a sample code also available for a range of common programming languages to get you started.

QAS Email Validate as a component of contact data management

QAS Email Validate can be used in conjunction with **QAS Pro Web**, web-based contact data management software. When integrated alongside QAS Pro Web, it can complete the full validation of name and address contact details on a website form, guaranteeing data accuracy via any online touchpoint. This integration combination provides an organisation with the ability to capture both accurate delivery and

billing address information as well as valid email addresses online, saving time and resource while improving the overall online customer experience.

Why Experian QAS?

Experian QAS provides contact data management (CDM) software and services that help organisations drive value from their data. Every organisation stores contact information on its customers, prospects, suppliers and employees. Over 10,000 organisations worldwide choose Experian QAS products and services to manage the quality and accuracy of this data to improve business processing, financial performance, efficiency and the customer experience.

Award-winning Experian QAS solutions are a result of year-on-year investment in technology development since 1991, to ensure each solution delivers the highest level of functionality and service support. QAS Ltd is a wholly owned subsidiary of Experian, the global information services company.

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