

How validation & verification can enhance your inbox placement rate?



Almost all marketers feel that one of the most common reasons for low response rate for their data driven campaigns, is the quality of the data. Since data forms a critical resource for any organization, the quality of the same influences various business decisions. Even though, often misinterpreted to mean the same, data validation & verification are two different data quality tools that serve to keep the data lists healthy.

Data Validation

A process largely automated, data validation analyzes the pattern of data input. For e.g. an email would be validated with this pattern abcde@fghij.com or a date 25/05/2012 though the correct date is 25/06/2012. In which case, data users must understand that data validation might not address all potential errors.

Data Verification

While validity checks for logical correctness, verification assures the accuracy of the data. Commonly, tele-verification or email verification is followed as part of this process for customer data verification. However, when a customer reaches out to your call center or walks-in to your store, an associate can verify the details to make sure it is still the best mode for communication.

Why is Validation/Verification important?

Updating the data is as important as collating new data. Research suggests that over 25% of the data decays every year. It could be because of change in job function, phone numbers, company, or use of a different ISP. A scheduled verification process is recommended for a healthy data record.

If your database is resulting in more than 10% bounce rate, it is the sign of risk in email deliverability. For instance, the legitimate email addresses could begin to bounce. This could affect the email sending reputation and possibly could lead to blacklisting of the IP.

Keeping a hygiene list can improve

- **Deliverability:** it is one of the most common pain points of an email marketer. They are constantly trying to explore

ways to improve the deliverability of their email campaigns. Having 1% of bad data in your list can drop your deliverability rate by over 10%!

- **ROI:** While email service providers charge you for every email sent, you also need to pay for undelivered emails, even though they do not make it to the inbox.

- **Interaction** with customers: According to Jupiter Research, more than 20 percent of email registrations contain typos, syntax, domain and other errors. Frequent verification and validation can enhance the chances of interactions with your potential customer.

- **Reputation** with ISPs: There is often a debate on ISPs blocking many companies that were really not spammers, but the ones that did not use the best practices. Keeping up the reputation with ISPs is important for an email marketer. Sending out a newsletter to an old list can take bounce rate above the threshold and can get your IP blocked, thus in turn putting your brand reputation at stake.

- **Marketing** costs: A marketing decision based on the insights derived from an unclean data could drive strategies in wrong directions. Reaching out to a quality list of customers yields better results justifying the marketing spend.

At Lake B2B, our focus is to facilitate accurate targeted marketing for your brand. With more than 150 email verification and validation experts, we verify the most complex of databases making your data the most effective in the industry. Connect with us at [\(800\) 710-5516](tel:8007105516) / info@lakeb2b.com to enhance your inbox placement rate.

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