



Data Verification Process

Data Verification Process

Data verification is a necessity today. It ensures that your data is up to date, clean and credible. It helps bringing in more business results, increases customer retention, quality leads and ensures complete marketing success. Data verification is a process that ensures data is true to its original source. A detailed process is carried out to ensure that data is correct and error-free.

Data verification can bring in tangible business results and what's more, it complies with the many regulations of the CAN-SPAM Act, Data Regulation Act and Do-Not-Call Registry and can hence protect your organization from negative publicity, while multiplying your revenues. At Email Data Group, the data verification process is done in just 6 simple yet highly-effective steps:

Step 1 – Collate & Share

The process starts with the client collating the data to be verified in a single file and uploads it on our secure FTP server.

Step 2 – Appending & Cleansing

The data is checked for any missing links and it undergoes a process of cleansing and appending.

Step 3 – Email Verification

After the data is appended, test emails are shared with users to confirm authenticity and responsiveness

Step 4 – Phone Verification

Post the email confirmation, one-on-one calls are made to each of the verified contacts on the list to ensure contact validity. Our experts are extensively trained to manage the

tele-verification process with utmost professionalism and finesse.

Step 5 – Remove invalid records

Once the contacts are validated, incorrect and outdated information is removed post a double verification process.

Step 6 – Retain Valid Data

Only the validated data is retained and uploaded back on our FTP site for the client to access.

