



Email Data Group

Go Green with Online Marketing

DATA VERIFICATION A Necessity, NOT A LUXURY





Why do you need data verification?

Answer these questions to get a better perspective.

- Are you getting quality leads from your lists?
- How high or low is your spam count and bounce rate?
- Email deliverability an issue?

Being an email marketer, these questions are serious, and the most of the answers may be on the negative side. Does this mean that your email campaign needs to suffer because your list is inadequate?

Data verification has become a necessity today. With list vendors making short work of client requirements, there is an even stronger need to use it.

Need some statistics to see why we are so serious about data verification?

Here you go.



**Contact databases
decay by 3%
every 60 minutes**

**Marketing databases
decay @ 18-19%
each month**

EVERY HOUR

49 businesses change their contact addresses 19 companies change their names, \ as many as 62 new businesses come into existence and 26 companies go out of business

These statistics translate to a need for a database, which is ever changing and losing value. Data verification needs to be done on a regular basis to ensure that your list is up to date, precise and clean. Updated database has a compounding effect on your email campaign, effectively helping you in increasing business.



Email Data Group steps in here for you. We offer a host of data verification services to maximize potency of the list you use.

Our Email and Phone Verification Services:

- Ensure contacts are valid and active by checking records individually
- Verify each contact using email, telephone or both
- Enhance the rate of deliverability and reduce hard bounces
- Maintain list hygiene
- Reduce the number of spam alerts reported against you and improve your brand reputation
- Validate your database irrespective of the type and size
- Remove dead contacts and reanimate dormant ones

Our search and remove criteria includes the following:

- Incomplete records
- Duplicates
- Faulty data
- Personal and generic emails
- Invalid postal addresses and phone number formats
- Spam traps



Email Data Group understands that a successful email campaign has various factors affecting it. They are customizable to fit your needs; helping you achieve a higher ROI.

Value addition to services is our key driving force. Client success is our success and this can be done only by achieving the desired level of expectation each and every time we do business.