



DATA HYGIENE, INFORMATION MANAGEMENT, EMAIL REPUTATION

Email Reputation: Bullet Proof your Mailing List with Real-Time Validation

Stay outside of Allowlists when campaigning.

Only 9% of senior leaders prioritize information management and data accuracy, which gives them a clear competitive edge over those that don't.

According to Gartner, nearly 40% of new business initiatives fail due to data quality.

Bad Data can have cascading effects. For companies just starting with fresh campaigns, it's still fairly common to see email admins rushing into a bulk email without validation to see if the entire database is legitimate.

This can immediately spike the number of unsubscribed emails and land your business emails in allowlists, which can take months to fix and completely stall email opportunities. But it can be easily fixed with just real-time email validation and an aggressive purge of unsubscribers from your email list.

Ensure better Open Rates and low SPAM Scores.

360 Degree Cloud's 'Verify the Email and Phone Number' app ensures 99% data hygiene in Salesforce.

The direct cost of bad email validation shows up as high SPAM scores and a nose-dive in open rates. Customers are likely not to enter their personal and work emails into online forms and may still not be interested in your email content, which leads them to often spoof email forms.

That means seasonal offers, educational emails, and campaign emails fall flat. Their performance gets skewed by uninterested or non-operational emails. This makes make your campaigns look like SPAM to email clients like Google and their SPAM filters.

With Verify the Email, you can validate data automatically in bulk and even validate handpicked data manually for implementing scalable data quality.

Verified lists lead to a tighter, more interested email list and consistently high opens. More opens mean more impressions and more prospects fed into the buyer journey.