



# Global Email Verification

## Email Solutions to Improve Deliverability & Protect Your Sender Reputation

Email is a great tool for communicating with customers cost-effectively. However, 30% of emails are undeliverable at any given time – due to inaccurate data entry or data decay.

Melissa’s Global Email Solutions work in real-time or batch to remove up to 95% of bad email addresses in your database so you can avoid high bounce rates, blacklisting and protect your valuable sender reputation.



### Real-Time Email Mailbox Verification

Pings each email to ensure it is active and able to receive email.



### Correct Syntax and Domain to Improve Deliverability

Corrects typos and illegal characters that lead to high bounce rates.



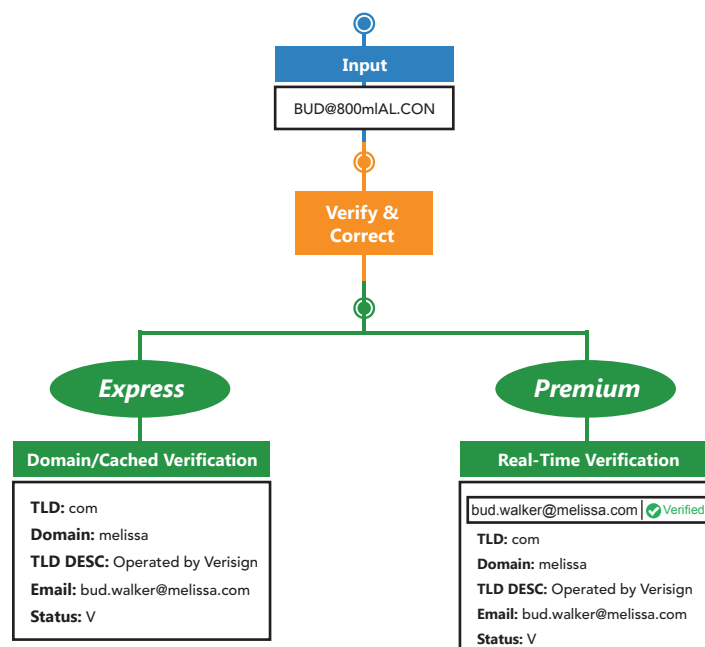
### Detect FCC Mobile Domains

Maintain CAN-SPAM compliance by determining mobile email addresses that shouldn’t receive commercial email messages.

## Real-Time Email Mailbox Verification

Melissa’s Email Verification solutions provide real-time verification, by connecting to the mail server to check whether or not the mailbox exists and can receive messages. Melissa offers two levels of service depending on your speed and accuracy needs:

- **Global Email Premium** - checks domain-specific logic as well as SMTP commands and other proprietary mechanisms to validate that inboxes are live.
- **Global Email Express** – provides higher speeds than Premium by using a cached inbox validation database of known good and bad emails.



## Get Started Today!

>> Get a FREE quote: [www.melissa.com/au/email-verification](http://www.melissa.com/au/email-verification)

### Email Syntax and Domain Correction

Our email solutions can identify and fix common syntax errors, illegal characters and misspelled domain names like:

- .con to .com
- yaho.com to yahoo.com
- a0l.com to aol.com
- abc.@example.com
- @@ to @
- A@b@C@example.com to abc@example.com

### Flexible Solutions for the Way You Work

Melissa Email Verification Solutions can be accessed in the following ways:

- **Web Service** that supports JSON, SOAP, XML and Rest
- **On-prem API** for Windows®, Oracle Solaris, HP-UX® and AIX® operating systems
- **Integration** for Salesforce®, Microsoft Excel®, SQL Server®, Dynamics CRM™ and more

### About Melissa

Melissa is a leading provider of data quality, identity verification and address management solutions. Melissa helps businesses win and retain customers, validate and correct contact details, optimise their marketing ROI and manage risk. Since 1985, Melissa has been a trusted partner for key industries like retail, education, healthcare, insurance, finance, and government. For more information visit [www.melissa.com/au](http://www.melissa.com/au) or call +61 02 8091 0600.

### We call this Full Spectrum Data Quality.



**Profile** – to better understand data challenges and create a plan for action



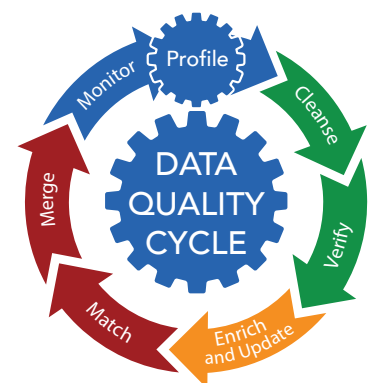
**Verify** – global ID resolution and address, name, phone and email verification for 240+ countries



**Match** – merge duplicate or similar records for a single view of the customer



**Enrich** – add geographic, demographic, firmographic and property data to existing records



### Melissa

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