SafeToSend® Email Validation
Overview

Bouncing emails, spamtrap hits, stale lists, and damaged sender reputations – just a few of the reasons to utilize SafeToSend email validation. SafeToSend provides comprehensive protection against costly problematic addresses and ensures flawless list hygiene with a robust three-step process:

Step 1: Check	Step 2: Correct	Step 3: Protect
We confirm the address is valid & able to accept email using proprietary algorithms & knowledgebases.	We fix typos, syntax errors, formatting issues, and millions of other input errors with our patented "spell-check" technology.	We weed out damaging (but deliverable) addresses: spamtraps, honeypots, frequent spam complainers, role accounts, disposable domains, and bogus & malicious emails.

Check

- Determine whether the address syntax conforms to RFC and AtData standards.
- Confirm that domains and MX records are valid and can accept mail.
- Ensure address meets ISP-specific requirements.
- Verify the account is linked to an actual working mailbox. (Our proprietary algorithm for this process includes a vast database of recent email deliverability findings and a real-time SMTPcheck.)

Correct

- Misplaced or transposed @ signs and invalid characters such as spaces or quotes.
- Typos in both TLD's (.com, .net, .edu, etc.) and LLD's (gmail, aol, Hotmail, etc.)
- ANY misspelled domain, not just the most popular ones.
- Uncommon domain entries (such as @google.com instead of @gmail.com).

Protect

- **Toxic:** Spamtraps and honeypots.
- **Undesirable:** Frequent complainers, role accounts, disposable domains, fictitious and malicious email addresses, client-specific suppressions.
- **Not best-practice:** DMA "Do Not Email List" and FCC wireless domains.

Implementation Options

With our flexible implementation options, any company or organization can maximize the value of their email list with the level of SafeToSend service that best fits their needs.

Managed Service

- Leverage the insights of a dedicated project manager and expert data engineers
- Provides an extra measure of quality control for one-time runs and projects with special requirements
- Detailed reporting and analytics
- Data file stitching and/or splitting available
- Sophisticated duplicate flagging
- Best fit for off-line email collection and data entry or de-duping is required
- Typical turnaround: 1–2 business days
- Minimum project fee of $1,000

Automated Batch Processing

- Perfect solution for auditing offline email collection and data entry
- Results returned in a few hours—or less
- Straightforward technical implementation

Automated Real-Time Processing

- Catches and corrects problematic addresses at the point of registration
- Ideal for web-based forms, web-enabled devices, CRMs, or POS systems
- Results available in milliseconds
- Easy-to integrate, cloud-based service that can be utilized through a variety of technical options including a simple overlay, client side integration, and server-side REST Architecture

Third-Party Integrations

ORACLE
Bronto   eloqua   MailChimp   salesforce   SendGrid   zapier