Xverify
Real Time Data Verification

October 2012

1

Introduction

E-marketing is not what it was a decade ago. As technology advances we have more opportunities to connect with our prospects, but it has also become more challenging to actually reach those prospects.

In the past you could acquire email addresses of individuals who are interested in what you have to offer, build a campaign, click send, and make money. However, spam filters have grown more complex, many email campaigns sent are hitting the spam box of users rather than hitting the inbox. A 2012 report from SilverPop indicates that there has been a significant decrease in open rates by 22.2% when compared to their study in 2009. Every day it is more challenging to overcome these common problems.

Advertising your product/service is a must for your business, and paying for leads on a CPA structure is the current popular trend, but where there is an opportunity for affiliates to make money there is also an opportunity to commit fraud. As a result you may be falling victim to these events and not even be aware that it is occurring, and costing you much more money than necessary.

To learn more about Xverify, visit **www.Xverify.com** or contact us at **sales@xverify.com**

2

How is your email delivery?

If you are a big time mailer or even if you only send out weekly newsletters it is crucial for you to monitor your delivery. Your message may be hitting the inbox today, but that does not necessarily mean you will hit the inbox tomorrow. If you are monitoring your mailings you may even find that sometimes you will be in the inbox on Yahoo, Gmail, Hotmail, but hitting the spam folder on AOL. The key to improving your ROI is keeping your email delivery clean and consistent.

So what impacts your ability to deliver emails? Your mailing IP reputation is a large factor that determines how the ESP's (email service providers) decide to handle your email campaign. If you are not familiar with this "sender score" or "IP reputation" you can think of it like a credit score. Each time you do something wrong it goes down and you are seen as high risk. Once your score drops, it takes more work to bring it back up again.

Let's take a look at important factors in determining your IP reputation.

- **Bounce rate** – The more emails that you send to addresses that don't exist drops your mailing IP's reputation.

- **Spam traps** – Spam traps are essentially honeypots where email addresses look like they are legit user accounts, however, they are owned by the ESP's (email service providers). Because these accounts never opted in for your email, because no real user is attached to them, the ESP can flag you as a spammer and completely blacklist your ability to send emails to any of their users.

- **Complainers** – Users who mark email messages as spam rather than unsubscribe or delete the messages they receive. ESP's monitor how many users complain about the messages they receive and if the complaint rate of your campaign goes above a certain threshold then you may be at risk of being blacklisted.

What can improve your sender score?
Mailing to clean data that you know is not going to be a bogus account. Having higher open rates and click through rates sends indications to the ESPs that users want your email. You need to improve the quality of the data that you are sending to so that you become 'whitelisted' and seen with good eyes from the email service providers.
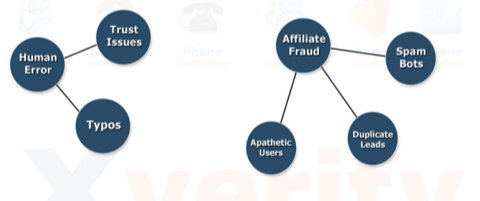
3

Is **Bad Data** Costing **You**?

1.) Frustrations Surrounding **Data Management**

56% of respondents have found that access to data is the leading frustration. However out-of-date data (48%) and duplicated data (46%) are also high on the list of issues.
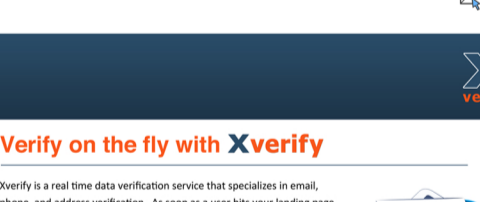
Access To	Out of Date	Duplicated

Access to Data	56%
Out-of-date Data	48%
Duplicated Data	46%

2.) What Leads To Poor **Quality Data?**

The majority of human error which has been found to be 48% of the time and the secondary most popular issue for online marketers is fraud.

- Human Error
- Trust Issues
- Types
- Affiliate Fraud
- Synthetic Users
- Duplicate Leads
- Spam Bots

3.) Consequences Of Poor **Quality Data**

Over 59% of respondents agree that poor quality data leads to higher costs. If employees are not getting genuine contact details, loss of productivity occurs.

- ★ Higher Costs
- ★ Lower Productivity
- ★ Sender Score Decrease
- ★ Loss of Revenue
- ★ Increased Complaints
- ★ Brand Damage

4.) Why Validate In **Real Time**

- ★ Reduce Fraud
- ★ Avoid High Risk Email IDs
- ★ Reduce Human Error
- ★ Monitor Affiliates

5.) After You Implement **Xverify**

- ✓ Connect With More Customers
- ✓ Reduce Your Email Bounce Rate
- ✓ Improve Your Email Senders Score
- ✓ Increase Your ROI
- ✓ Save Money On Lead Buying By Eliminating Fraudulent Affiliates

4

Verify on the fly with **Xverify**

Xverify is a real time data verification service that specializes in email, phone, and address verification. As soon as a user hits your landing page and begins to plug in their credentials, Xverify immediately goes to work and begins to ensure you are getting a quality lead.

In the event the details are not valid, Xverify can throw an error message to your user in real time giving them an indication that the data entered is invalid. This way if it was an innocent typo the user has the opportunity to correct the mistake before being able to submit the lead to your database.

So how does it work?

We offer both a Javascript and an API depending on your needs for implementation. With our Javascript it will stop any non-valid lead from being submitted this way you will save on your lead buying expenses. With our API we can append back additional pieces of data to you and will have more flexibility with how you want to have the data inserted into your database. Either the API or the JS will get you the results you need to improve your email deliveries, so the choice is yours.

Email Verification – With our proprietary email verification solution, every single email ID gets checked in real time at the server level. For example if someone gives you the email address of Bobby1975@yahoo.com we connect directly with the email server at yahoo to determine if the handle (Bobby1975) is a real registered email account. Knowing that the account is active gives you an advantage to knowing you can send emails to this user without them failing to deliver. In order to validate accounts at the high level of volume that we do, we have exclusive relationships in place with the major email service providers such as Yahoo/Gmail/Hotmail/AOL. However, we are capable of verifying all email addresses.

Verifying the email address at the server level is just the first step. We then run it through our fraud blocking features where we check to see if it is in our database of temporary email, potential spam trap, complainer or other high risk email addresses. This is very essential in improving your ability to send emails and to reach your recipients inbox.

Our API also offers a social check to determine if your users are registered on any of the popular social networking sites such as Facebook, Twitter, Myspace, Etc. In the event your users email address is found on one of the social sites, and they have a public profile it is possible for us to return back to you the name, age, gender, and location of your user. It is a proven fact that users who are registered to a social network frequently check their email accounts, therefore we encourage you to send a unique email campaign to these socially connected users so you will find that your open rates spike up in a short amount of time. Once again the higher your open rate the better your IP reputation will be for mailing.

Phone & Address Verification – Phone and address verification is an added value for you if you are an online retailer, operating a call center, or just looking to connect with your customer. We are capable of verifying postal and phone details for US and Canada. Our phone verification can verify both landline and cellphone numbers. In phone verification if you choose to utilize our API, we can also report back to you some important details such as the user's city and state as well as their time zone. With our address verification we also have a unique auto correction feature built in that will fix minor misspellings on the fly to improve the user friendliness of Xverify.

Monitoring Affiliates – Knowing the sources that are sending you data can help you measure the quality of data that is being sent to you. Xverify offers a unique way to break down your affiliates/sub affiliates so you can monitor the valid vs. invalid ratio. If invalid percent grows too large you can always block that specific affiliate right from our dashboard, this way no more leads would be able to be submitted.

5

Conclusion

Marketing your business is important and it is equally important to monitor where your leads are coming from and measuring if they are valuable to you. By utilizing a real time data verification solution such as Xverify you will be able to monitor and measure all your affiliates so you can help reduce the amount of affiliate fraud that occurs in the marketing industry.

If a user makes a typo on their email address Xverify will be able to prompt the user to try again, and the user must provide an accurate email address before being able to submit the lead. In addition to just verifying if an email address is accurate we also run it through our fraud blocking features. Thus in return will assist your email marketing efforts by reducing your bounce rate and improve your IP reputation for emailing.

Overall Xverify provides you with piece of mind that leads you are paying for are clean, quality leads which will likely provide you with an increased ROI. If you are interested in checking out a demonstration of real time data verification or taking advantage of a free trial, please feel free to submit a contact request on www.xverify.com or sent an email to sales@xverify.com.

Real time 24/7
data verification

Call Us Today
1-866-903-9164
get a FREE Trial Account

Email Verification | Address Verification | Phone Verification | Lead Score

Name Verification | Phone Confirm | Reverse Phone