

# Email Confidence Check



Given the current economy many customers are switching to using digital marketing/email campaigns as a way of reducing costs, reducing effort and reaching out to many people very quickly and easily.

However, by continually sending email or digital marketing to bad email addresses your company runs the risk of being blacklisted, your email campaigns become more costly and any collected statistics are skewed by inaccurate results.

By using our application, you can **regularly** check your database and retrieve information on the validity of the email addresses stored. This gives you the ability to:

- **Pre-check** your database of email addresses for validity
- Send email campaigns **much more efficiently**
- Avoid your company from becoming **blacklisted**
- **Reduce costs** – especially if you pay per email sent
- **Increase user confidence** - by saving them time
- Not limited to **SalesLogix** - works with any database
- Works “out of the box” - up and running **quickly**
- Check over **90,000** emails in just a few **minutes**

*By using the application you can't guarantee that the email is received by the recipient - but you can be **100% sure that it won't bounce!***

***Call now for pricing and further information***



**empath-e**  
MAKING CRM MAKE SENSE

**Telephone: +44 (0)845 1368445**

INTERNATIONAL HOUSE, GEORGE CURL WAY, SOUTHAMPTON, HAMPSHIRE SO18 2RZ  
EMAIL: SALES@EMPATH-E.COM WWW.EMPATH-E.COM

## How does it work?

Using the utility is very easy. Once installed and running you can choose to check your database on three very easy levels:

- **LEVEL ONE**  
**Is the address syntactically correct?**

In other words, aside from anything else, it would ordinarily be delivered. An analysis of customer databases here showed that up to **60%** of email addresses stored were, in fact, undeliverable! This is simply because of bad imports or users typing the addresses incorrectly (extra spaces, no user name, incorrect characters etc). This is the fastest test to run. Over 90,000 email addresses can be checked in just a few minutes! We suggest you run this test first and then step up to the next level.

- **LEVEL TWO**  
**Is the email address deliverable?**

Even if an email address is correct – the domain/company may no longer be trading. This test involves looking up the relevant record, for this email domain, and ensuring it is present in order to be able to deliver the email. As a lookup has to be made, this can be a slightly slower test.

- **LEVEL THREE**  
**Is the mail account/user available to receive the email?**

This is the highest test and involves actually attempting to connect to the mail server responsible for receiving the email, checking the user account exists (or does not exist) and then disconnecting (no email is actually sent). This is the slowest test, especially if the server is no longer available. You can configure time-outs to speed up this process if required.

As each test is performed, full status information is posted back to your database on the result of the test for each contact. You can then use this in queries, reports and email campaigns to hone the accuracy of your planned digital marketing campaign – or simply to establish what happened the last time your database was scanned. Your users can then be confident that email addresses are regularly checked for accuracy.

The application is also self-monitoring. Rather than check every email address each time - it will count the number of hard-bounces it receives for each contact. Once this increases past 5 (generally considered a bad email address) then it will never be checked again - which gradually reduces the effort required. If an email returns to life (for example, their email server was off-line) then the count is reset to zero again. You can also reset it manually at any time.

*We provide a complete working solution for SalesLogix, complete with sample forms and an additional tab. You, or your Business Partner, can then further customise as required.*