

Your Data Quality Sucks,
You Just Don't Realize It.

5 Ways To Prevent Poor Data Quality



Xverify

1-866-903-9164

Having Email Delivery Issues?

This is likely a result of poor quality email addresses.

Bad Email Addresses = Higher Bounce Rates
High Bounce Rates = Lower Sender Scores
Low Sender Scores = Poor Email Delivery
Poor Email Delivery = No Income



Most online companies use email as their first method of communication with their leads or customers. If you are unable to properly communicate with your end users that can lead to a missed opportunity.



**You Can Not Afford To
Compromise Your Data Quality**



Top 5 Ways To Prevent Poor Data Quality

#5

Bots, Hack Attacks, and Fraud

44%

Website Traffic is Human

56%

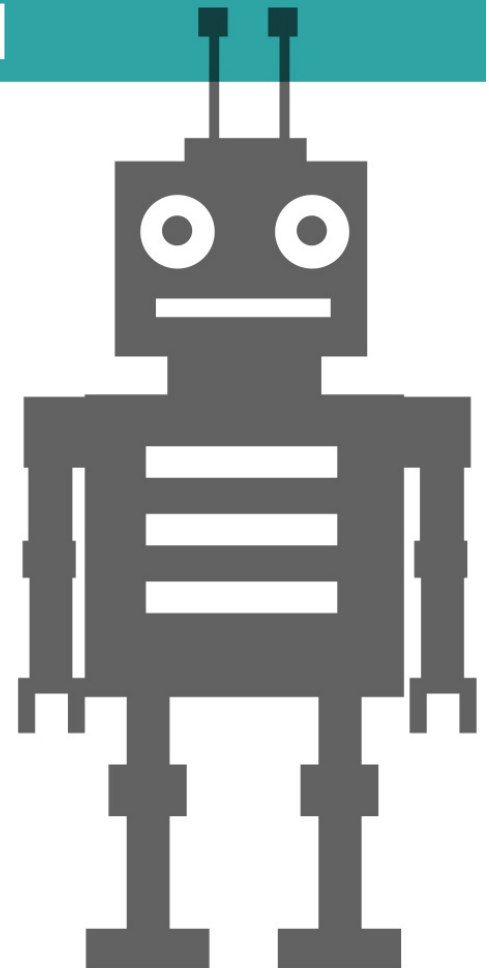
Website Traffic is Bots

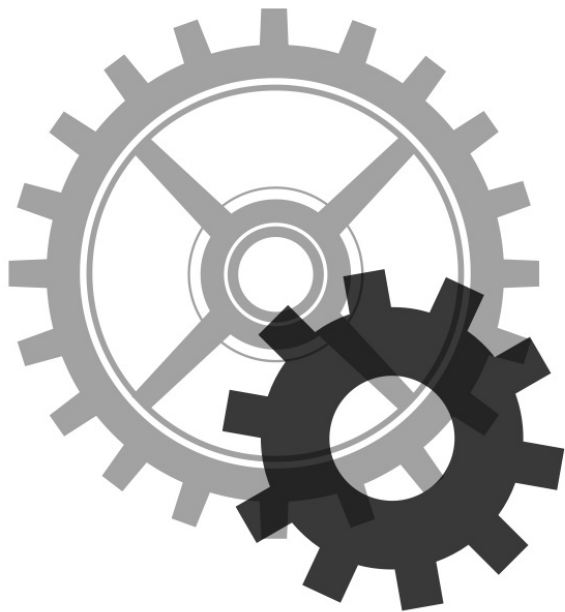
29%

Malicious Bots

22%

Of Malicious Bots Are Impersonators





More Details On Bots & Why They Are Bad News

Online bots love to attack web forms. They get on to your site and continue to submit hundreds and thousands of signups. At first thought, you might think “Sweet! I’m acquiring a lot of users today” but at second glance you will find that most of them belong to email addresses that do not even exist.

An even bigger problem is if the bot did give you a real email address but to a user who never actually opted in. XVerify adds an additional level of security to your site so that in the event your web form is under fire we can make sure your email campaigns do not suffer.

CAPTCHA DROPS CONVERSION RATES

Can You Even Read This Word?



Many companies attempt to use CAPTCHA as a method to combat spam but CAPTCHA really creates more problems. End users get frustrated if they don't get it right the first time and tend to close your page.

When you have real time email verification's in place it is creating a more user friendly environment on your website for your end users. If the user or bot entered a bogus email address a notification would appear letting them know there was an error and the submit/continue button would get disabled. This way bad email addresses do not get inside of your database.

WITH XVERIFY

Sign-up Form

First Name
John

Last Name
Smith

Email Address
johnsmiith@yahoo.com

INVALID

Sign Up

#4

Human Error - TYPOS

**DUMB THUMBS,
FAT FINGERS,
WHATEVER YOU
WANT TO CALL IT....
THE BOTTOM LINE
IS THAT IT IS BAD
DATA!**



Human error is a big cause of invalid data. Perhaps the user accidentally made a mistake or maybe a customer service rep was taking an order over the phone and thought she heard a "B" when it was really a "P" so the wrong data was input.

MOBILE = MORE ERRORS

Sign-up Form

First Name

John

Last Name

Smith

Email Address

johnsmiith@yahoo.com


INVALID

Sign Up

Nearly 80% of internet users also have a smartphone, and most of us have seen the viral auto-correct fails that happen when texting. The same fail can happen to your web form and you can be completely blindsided.

If you have data verification up front on your landing page at point of collecting the users email address you can prompt them if something went wrong so that they can correct the mistake.

This is what we like to call our alert and convert method. If the user is aware of the error it is most likely they will correct their mistake.



We often see Yahoo.com typed out as Yaho.com, although the domain exists and it belongs to Yahoo...it does not mean your mail will get sent to the user's account at Yahoo.com Autocorrection can change a Yaho to a Yahoo before your eyes.

#3

Your Data Becomes Stale

Just like donuts sitting out for too long, data can also become stale.

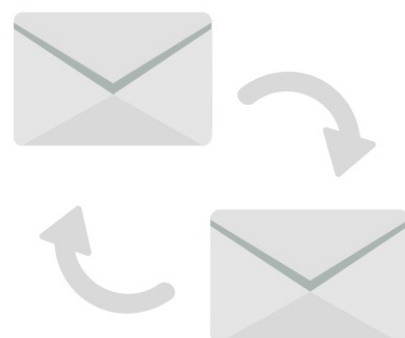


In the B2B world, it is likely for businesses to find that many emails they send are kicked back due to the email address no longer being registered at the domain. This is because people constantly change jobs, and the security administrator deactivates the email address associated with the previous employee.

"Sorry, John Smith is no longer with ABC Company as of 1/1/15"

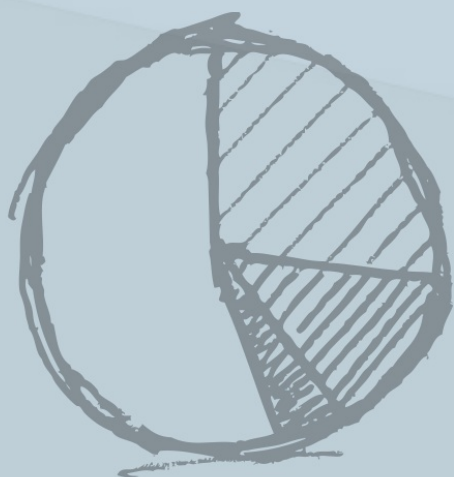
In the consumer space, sometimes email addresses that may have once been registered no longer gets utilized and the account has become inactive. In other cases, the user could simply shut down that email account as they may have moved on to a new one. Sometimes companies just hoard data for so long that they have databases of email addresses belonging to ISPs that shut down in the early 2000's.

Not only does stale data apply to email addresses, but to phone numbers and postal as well. It is a common occurrence for people to port their phone numbers, change their carrier, disconnect their phone line etc. It is recommended, that you do not take a chance on old data and at least validate your aged data quarterly. A lot can change in just three months of time.



#2

Method of Data Collection



Are you paying for leads to your site?
Are your affiliates sending you quality data?
Are you being hit by affiliate fraud?

Poor data collection practices could be landing your campaign in hot water. If you are buying traffic to your sites it is likely that you are working with a wide variety of traffic sources. It is important that you measure and identify those sources to determine who is sending quality and who is not.

Real time leads v.s. List Brokers

Data coming directly into your web form is much more valuable than acquiring a list. When a user lands onto your website and physically enters their email address you have some proof that they did indeed opt-in for your communications. Working with a list is never recommended because it is going to do more damage to your email campaign rather than help it.

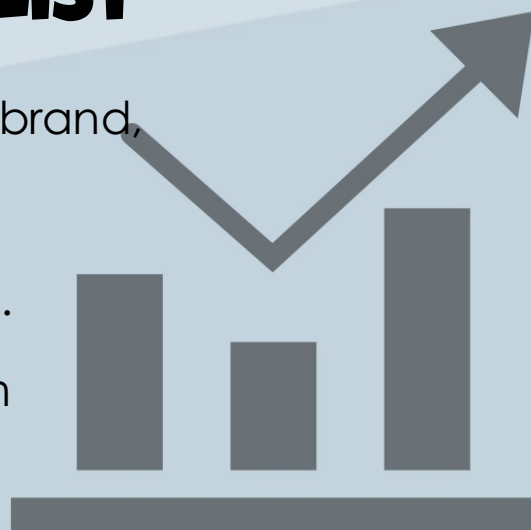
We typically find that data captured through a web form in real time has about an 18% invalid rate, while data files we process from clients who purchased a list tend to find an average invalid rate of 35%.

REASONS NOT TO BUY A LIST

Users are not likely to engage with your brand, they don't know you.

This is going to generate more spam complaints and harm your sender score.

Higher chance you will get booted from your ESP as it is usually not allowed.

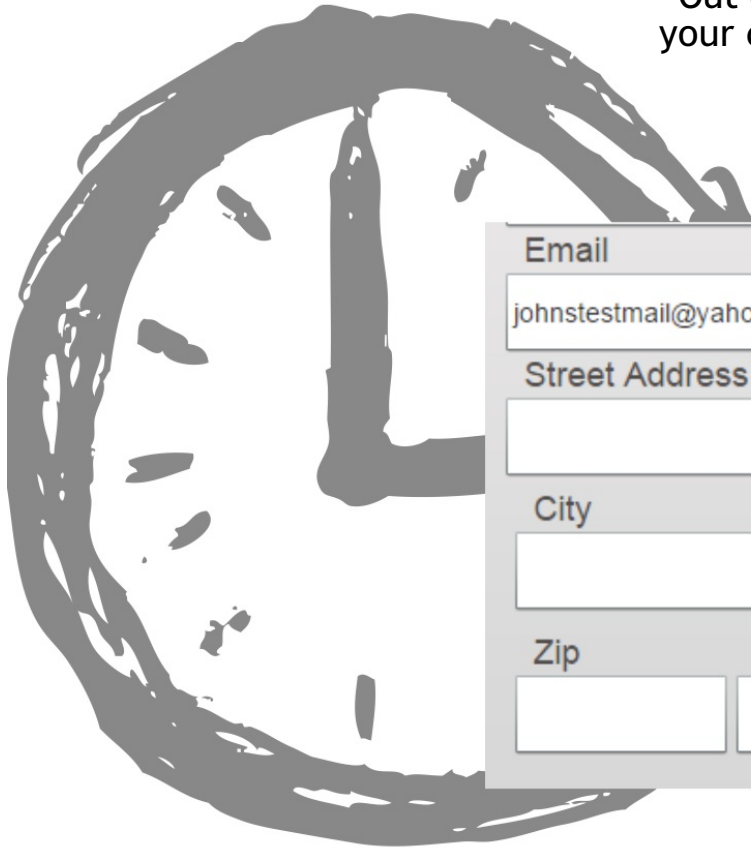


#1

Implement Real Time Data Verification

Don't waste time to validate your data.

Out of all of the previous ways to validate your data, validation in real time is the best proven method.



Email	
<input type="text" value="johnstestmail@yahoo.com"/>	
Street Address	
<input type="text"/>	
City	State
<input type="text"/>	<input type="text"/>
Zip	Phone
<input type="text"/>	<input type="text"/>

Email Address is not valid

WHY?

1. User Experience

The user's contact information can be validated in milliseconds at point of entry. If a mistake was made the user is simply notified so that he or she can make the correction. Providing you with the best contact data.

2. Save Money On Lead Buying Expenses

Why pay for leads if they are not any good? If you are buying leads on a CPA/CPL basis and you have data verification implemented in real time XVerify can disable your submit button to not allow the lead to continue.

3. Improve Email Engagement Rates

When you acquire leads in real time, and make sure the contact credentials are accurate, it is more likely the users will be interested in your content. When users are generally interested you will get more opens and clicks.

IMPROVE YOUR DATA QUALITY

Make the Best of 2015



Eliminate Hard Bounces

Reduce Spam Complaints

Improve Inbox Delivery

Minimize Risk of Fraud

Avoid Malicious Email IDs

Acquire Better Phone Numbers

Add A Layer of Website Security

Reduce Your Return to Senders

Many Other Benefits

Xverify



The tools and services provided by XVerify were built with today's digital marketers in mind. We know that your conversation with your customers is the most valuable asset to your business.

Your data quality is something you can not compromise, we invite you fully test our tools and see the level of accuracy for yourself.

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