



## TowerData Email Validation

### ***Recommended Business Rules***

TowerData’s Email Validation service will identify invalid and valid email addresses within a data set and assign a code to each record based on the result of our proprietary multi-step validation technology. This document should be reviewed in conjunction with “TowerData\_MxValidCodes.pdf”.

Multiple methods of result application are suitable depending on the level of involvement desired.

*Business to business marketers please see “SPECIAL CONSIDERATIONS FOR B2B MARKETERS” below.*

### **Return File Layout:**

| Column Name         | Column Description   | Max Length |
|---------------------|--|------------|
| <b>CLIENT INPUT</b> | <b>NA</b>  | <b>NA</b>  |
| Validation Code     | Validation result category. See values below.  | 1          |
| Validation Reason   | Specific classification of validation category. See values below.  | 3          |
| Duplicate Flag      | D = Duplicate email address<br><br>Blank = Unique duplicate  | 1          |
| Correction Code     | O = Input email is ok<br><br>C = Input email was corrected or standardized<br><br>U = Input email is undeliverable and was not corrected | 1          |
| Good Email          | The email to mail to. This field is not populated if the correction code is U.   | 255        |

## **SIMPLE METHOD**

The simplest method of applying the results is to select all records with the value “O” or “C” in the Correction Code field. Those records represent “Good” emails. The “good” email will be found in the last field of the results file for the corresponding records. Any records with “U” should be discarded or marked as invalid in your database.

## ***SPECIAL CONSIDERATIONS FOR B2B MARKETERS***

For b2b based data the O45 “accepts all” result may be a significant percentage of your “OK” records. Consider these low confidence valids that should be handled with caution. The bounce rate for “O45” is often similar to the overall invalid rate for the file. For example if we find 40% invalid, and 60% valid, where half of the valid are code “45” and half are “50”, when mailing the 45s one should expect a 40% bounce rate.

## **INVOLVED METHOD**

If a more active application of results is desired, the validation codes and reasons should be analyzed and applied under the following recommendations.

### **Validation Code – S**

**S = Syntax Errors.** Within the syntax errors there are 15 possible reasons for the syntax error. Refer to “TowerData\_MxValidCodes.xls” for details. Any syntax errors that were not correctable will be assigned a “U” in the Correction Code field and should be eliminated from your database. Any syntax errors that were corrected will be assigned a “C” in the Correction Code field and should be considered valid.

**Notes on Corrections – All “C” or Corrected records are validated to the extent possible as limited by the parameters of the job and the domain. That is, if the job was setup for mailbox level validation, and the domain allows it, the correction will also be mailbox validated. If the result of the second validation run on the newly corrected email address is a fail, the correction will be omitted from the results.**

### **Validation Code – D**

**D = Domain Errors.** Within the domain errors there are 3 possible reasons. Refer to “TowerData\_MxValidCodes.xls” for details. Any domain errors that were not correctable will be assigned a “U” in the Correction Code and should be eliminated from your database. Any domain errors that were corrected will be assigned a “C” in the Correction Code field and should be considered valid.

### **Validation Code – M**

**M = Mailbox Errors.** Within the mailbox errors there are 3 possible reasons. Refer to “TowerData\_MxValidCodes.xls” for details. Of particular note are M410 and M420. Both could be considered temporary or “soft” bounces.

### **Validation Code – U**

**U = User Defined Errors/Suppressions.** Within the user defined errors there are 7 possible reasons. Refer to “TowerData\_MxValidCodes.xls” for details.

For User Defined Errors: U500 and U505 – Included within this list are general mailboxes such as “spam@” or “@spamcop.net”, etc.

U510 – Represents bot addresses. These are addresses that appear to be computer generated around a given domain. They are often found on webform data that is gathered for sweepstakes like offers.

U512 – These are addresses that are group addresses. For example “info@” or “sales@”. Generally speaking, sending marketing messages to role-based mailboxes that tend to be received by multiple people can lead to complaints that may impact your deliverability; however, depending on your business, you may choose to include these records.

U520 – This is an optional service that is “off” by default. It represents a match to a database of over 200 million records marked as bounces based on mailing results from over the past several years. Our recommendation is to apply these records with caution as false positives have been experienced on occasion.

U525 – This is an optional service that is “on” by default in batch, “off” on the API. It represents records that match either to a database of 2 million know complainers and spam traps. These records should be quarantined or discarded. Some users might want to compare response data by record before eliminating the email address entirely.

U530 – This is an optional service that is “on” by default in batch, “off” on the API. It represents records that match to a database of over 15 million email addresses that have opted out of receiving 3<sup>rd</sup> party email. These records have typically responded to a permission request email in support of email append or to email list rental, and raised their hand to excluded from future mailings in that category. You are under no legal obligation to remove them, but may consider doing so to minimize risk and complaint rates.

## **Email Not Invalid (OK) - O**

**O – Email Not Invalid.** Within the “email not invalid” group there are 6 possible values. The bulk of the non invalid data will be either O20, O45, or O50.

O20 refers to data that was validated for syntax and domain rules, however a ping was not attempted either because the domain is known as non-responsive, or the service was temporarily unable to connect to the domain.

O45 refers to data that belonging to a domain that does not support validation. That is, it accepts all mailboxes.

An O50 indicates that all possible validation steps were attempted, and the email address passed each.

**Applying the “Not Invalid” Results** – Generally speaking, if a conservative approach to identifying working emails is desired, it’s best to take all of the O50s as your “highest confidence” group with respect to validity / deliverability, and then work down from there.

## **Duplicate Flag – D**

The Duplicate flag is applied to each instance of an email address after the first. The first instance will be blank.