

# Email Address Validation and Verification

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## Validate Existing and New Email Addresses

In today's digital climate, email accuracy is paramount for a variety of business-critical functions including e-commerce sales, customer service and marketing. However, the broader the email universe gets, the harder it is to maintain email quality. Typos, webmail domains (such as Hotmail and Gmail), duplicate usernames and the like all contribute to scores of inaccurate emails that cannot be resolved with even the strictest of business rules. With email validation from 360Science you can quickly validate emails either at the point-of-capture or in a batch process to ensure that your data is kept clean and the mission-critical functions that rely on email quality can proceed.

Most applications simply verify the structure of email addresses to make sure that they have a Username, a Second Level Domain and a Top Level Domain (TLD), with the @ after the Username and period before the TLD, and that Usernames with any special characters are enclosed by quotation marks. Some will ping the domain (i.e. the Second Level Domain plus the TLD) to check if they get a reply, but lack of a response doesn't mean the domain is invalid.

Other apps refer to email lists which obviously cover only a proportion of valid email addresses and quickly get out of date. The matchit engine goes a lot further than simply checking email addresses to make sure that the structure is correct and the TLD is valid. It gives each email address a quality score, to distinguish between the following cases:



- Garbage email address such as `asdasd@asd.com`
- Invalid format such as not containing all the required elements or containing invalid special characters
- Not having a valid TLD
- Contains a generic Username such as Sales, Support, Info, Postmaster etc.
- Username doesn't match the first and last name of the supplied contact\*
- Contains a webmail domain such as Hotmail, Gmail etc.
- Contains valid elements where the Username is not inconsistent with the supplied contact name and the domain is probably a corporate domain

\*The matchit engine parses the Username and compares it with the contact name if supplied, so that it can detect if there are typos or other inconsistencies e.g. Contact name = "Harry Wilson", email address `hwilson@abc.com` would get a poor quality score because of the transposition in the last name, but `haroldwilson@abc.com` would get a good quality score.

As the matchit engine is the core engine behind all matchit deployments, this functionality to check the quality of email addresses is available in all deployments of matchit. 360Science also offers email verification services to verify the email address is responsive.

For more information on how to use [Email Validation and Verification](#) with matchit, contact us: