



webbula

The Data Solutions Experts

MULTI-METHOD EMAIL HYGIENE



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*To learn more about how Webbula can work with you,
visit webbula.com or call us at 888.883.2285*

The Cost of Bad Email Data Quality

“Organizations believe inaccurate customer data costs them, on average, **6% of their annual revenues.**”

- Royal Mail Data Services

“**19%** of businesses had lost a customer by using inaccurate or incomplete information.” - Dun & Bradstreet

“It costs \$1 to prevent a duplicate. When **duplicate data is left untreated it amounts to a \$100 expense.**”

- Sirius Decisions

“Organizations lose **13.3 million dollars yearly** on average due to poor data.”

- Gartner.com



- Damaged sender reputation
- Poor decision making
- Reduced sales pipeline
- Email communications appear spammy
- Poor customer retention
- Violation of email marketing rules
- Reduced productivity
- Missed opportunities
- Increased maintenance cost

Why You Need More Than Email Verification

Email “verification-only” results are based on a simple SMTP ping to determine whether the inbox is active on the domain or not. Verification-only providers depend on cached data to flag results against your list. Each day that passes means the data becomes less and less reliable, not to mention the privacy issues that cached data presents.

If you need to identify addresses that do not exist anymore or that never existed at all, verification is an appropriate solution. It is not a suitable solution if your emails keep hitting spam traps, generating complaints, or getting your IP address blocklisted. These threats come from active email addresses that cannot be identified with verification.



With the recent news from Apple eliminating tracking pixels, Email Hygiene is no longer a ‘nice to have’ but an absolute necessity.

Marketers who have relied heavily on the email open rate should take note. Depending on opens as an indicator of quality is no longer an option. Marketers need an additional layer of intelligence to mitigate the risk of mailing to potential threats. That is something that Webbula’s Email Hygiene was specifically built to do.

Brands need to protect their online web forms from malicious sign-ups before that bad data enters the contact database. Brands also need to periodically run Email Hygiene to identify aging and potentially harmful addresses like spam traps, fraudsters, and disposable domains. Identifying these and taking necessary precautionary steps keeps them from damaging your brand’s reputation.

BENEFITS OF DOING PERIODIC HYGIENE AND VERIFICATION CLEANSSES ON YOUR EMAIL DATABASE

- *Fewer malicious and low-quality addresses on your list*
- *More accurate diagnostic and business metrics*
- *Improved inbox delivery*
- *Reduced risk of being blocked*
- *Improved sender reputation & deliverability*
- *Security from webform fraud*

What Makes Webbula Different



Clear Visuals and Documentation

Clear visuals and documentation indicating whether the threats identified were through email verification or email hygiene.



Exclusive Partnership

An exclusive partnership with the world's largest honeypot purveyor, allowing us to detect more harmful spam traps than other competitors.



Robust Reporting

30 + custom filters to identify and report on the threats that matter most to your organization.



Experience

Webbula has been dedicated to truth in data for 10+ years.



Hundreds of companies rely on us

We provide industry-leading email hygiene & verification services.



Support

Access to a dedicated, responsive support team on call 24/7



Security

Webbula has a robust security system in place to ensure your data is protected.



No matter your industry, supercharge your marketing efforts with Email Hygiene



How Webbula Helps Marketers

Webbula's Multi-Method Hygiene service bundles BOTH Email Hygiene and Email Verification. With it, you'll be able to **identify visible threats**, such as:

- Hard bounces
- Mis-typed emails

In addition, you'll also be able to **identify active, hidden, and malicious threats**, such as:

- Spam traps
- Bots
- Phishing emails

Webbula will help you determine if an email address belongs to a person worth pursuing or a threat to your email sender reputation.

Service delivered in a way that makes sense for your business:

- **Secure self-service user portal account**
- **Real-time web form API**
- **Batch file API**
- **Secure FTP**



The Voice of Webbula Customers

Cross-Reference Customer Data to Gain Deeper Insights into Your Customers



The Challenge

Each year, Cedar Fair hosts nearly 27 million visitors which creates a lot of data to communicate, but synchronization is a challenge.


- Most of the visitors to the park have at least one device they are connecting to the park wi-fi while onsite. We found that those email addresses [used to sign up for wifi] can be incorrect. There's a lot of mis-typed emails.
- Visitors also may have purchased tickets from their desktop computer at home or work, but are now in the park with a hand-held device.
- Parents may have purchased their teens' tickets but the teens are visiting the park without their parents.

The Solution

Webbula is able to automatically correct many of those incorrectly formatted email addresses. This makes guests who would normally be anonymous to us, now known, and gives us a way to reach back out to them and get them into a regular stream of communication.

Cedar Fair has found that its cleansed email lists have translated to more efficient cross-channel data farming. Due to this, Cedar Fair has increased its marketable population by 1.5 million people.

"We can identify the target audience, either through our CRM data or in prospecting with our partner, and we can get an email out the door within two hours to drive the visitors to a specific park." - Daryle Powers, Vice President of CRM at Cedar Fair Entertainment.



Implement an Automated Data Cleansing System to Save Time on Manual Database Clean-up

THIRD DOOR
MEDIA

The Challenge

Third Door Media is a holding company and each of their brands operates primarily as a freestanding, siloed organization. For example, Search Engine Land readers aren't automatically added to the Marketing Land tribune subscription.

However, it is common that newsletter subscribers to one brand are also in the database of a sister brand. This creates substantial challenges with duplicate records, inconsistent data about one individual, and other issues.

The Solution

"Keeping a clean database is crucial. Email addresses aren't what they seem. You think something is valid and it's not. With Webbula's Email Hygiene, we've eliminated a lot of the guesswork and manual work when sifting through subscriber addresses." - Monica Wright, Vice President of Growth and Engagement

Third door media has implemented a two-step validation process on the front end of the subscription process to weed out spam accounts more quickly. With this new two-step process combined with Webbula automated data cleansing, Third Door has been able to shift staff time away from inefficient processes, such as manual database cleanup, toward testing and optimizing new campaigns.



Protect Client Data and Improve Overall Quality for Better Success in the Inbox

WEBROOT

The Challenge

Creating a trustworthy database is crucial not just for Webroot's clients, but for the industry as a whole, and for Webroot's bottom line.

To remain a credible platform in the cybersecurity industry, Webroot must protect its data and the data of its clients. This is the core reason why clients come to Webroot in the first place.

The Solution

The essential part of building the consumer-brand relationship with Webroot takes place during the consumer's initial software trial period. With Webbula's validation in place, Webroot has received exceptional trials due to higher-quality data.

"Webbula helps build trust in Webroot. They help us do regular hygiene and cleansing of our consumer and business lists, and help us decide what to do with bogus addresses. Providing value-added content to clients through email builds trust with customers. Positive engagement with our content leads to better success in the inbox. Inaccurate data wastes 27.3% of sales rep's time. That is 546 hours per year per full time sales rep."
- Mandy Parisi, Director of Customer Success Automation at Webroot



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About Webbula

Based in Pittsburgh, Pa, Webbula is the most comprehensive data quality platform. Since 2009, our technology and world-class partner ecosystem have enabled us to provide sophisticated multi-channel solutions to our clients via our Multi-Method Email Hygiene, Data Enhancement, and Online Audience Targeting.

Webbula's solutions mitigate delivery threats, enhance and append data lists for email campaigns, and create actionable audiences for online ad-serving. We have a proven track record of helping our customers navigate hazardous data quality obstacles and increase return on investment for their marketing initiatives.

To learn more or request a free test, visit webbula.com and connect with us on [LinkedIn](#) and [Twitter](#).