

DOTS Email Validation V.2

ONLINE HOSTED EMAIL ADDRESS VALIDATION

FEATURES

- Catches and correct invalid email addresses at the point of registration
- Analyzes and calculates a quality score for each email address (0-4, best to worst)
- Identifies business email addresses
- Determines if the email address can receive messages
- Detects general format and syntax errors in email addresses
- Determines if the email address is free, disposable, or an alias
- Determines if an SMTP server is good
- Determines if an SMTP server is catch-all
- Determines if the email address is established with a list of known bulk email solicitors
- Detects improper email address formats for common domains such as Hotmail and AOL
- Detects bogus, vulgar, SMS gateway and role-based email addresses
- Estimates if an email address has been established within bulk marketing lists
- Ensures that an email address is using a valid top level domain (.com, .co.uk, .tv, etc.)
- Provides flexible user options: Real-time XML Web service or batch processing

BENEFITS

Helps improve campaigns and protect against SPAM violations

Multiple flags provide marketers with the kind of details they need to reduce bounce rates and improve open rates in email campaigns, as well as protect themselves from getting blacklisted by email messengers.

Saves good email addresses from failing

Built-in formulas help counter defensive server technology, saving email addresses that may have otherwise failed.

Saves time with unique automation

Email Address scoring is unique to DOTS Email Validation. It saves developers' time and effort from having to analyze returns, and automatically let's you know whether or not an email is good, bad or requires further testing.

OVERVIEW

DOTS Email ValidationsSM is the fastest, smartest and most accurate email validation service available: A Web service that easily integrates into your applications, CRM systems, business processes, and Web sites and is compatible with virtually all application development technologies, including XML, SOAP and WSDL.

To counter current defensive server technologies that guard against SPAM and email-mining tools, DOTS Email Validation is designed with built-in formulas that evaluate a combination of returns in order to pass or fail email addresses.

Beyond simple syntax verification, DOTS Email Validation performs multi-layered testing, including SMTP-level checks to verify that a mail server will accept a specific address: It thoroughly tests each email address and determines a quality score based on results.

DOTS EMAIL VALIDATION OPERATIONS

DOTS Email Validation offers several operations to suit the versatile inputs and informational needs of its users.

1. **CorrectEmail**

Aggressively corrects bad email addresses

2. **ValidateEmailFast_v2**

Validates an email address using looser SMTP checking methods. This operation includes some new features

3. **ValidateEmailFastNoNames_v2**

Validates an email address using looser SMTP checking methods. Does not return possible names. This operation includes some new features

4. **ValidateEmailFull_v2**

Validates an email address using stricter SMTP checking methods. This operation includes some new features

EMAIL ADDRESS DATA

Data is a crucial component for any automated validation solution. DOTS Email Validation utilizes only fresh and up-to-the-minute email address data for each transaction submitted. Millions of updates are made to our data every day, ensuring that DOTS Email Validation preserves the highest level of data accuracy.

HOW IT WORKS

DOTS Email Validation is a hosted, programmable XML Web Service that can be used in either a real-time environment or through batch processing. Using DOTS Email Validation in a real-time allows for on-the-spot requests to the Web Service and an immediate response. Batch processing allows large numbers of contacts to be processed in one bulk order, and returned in a CSV file.

The input for DOTS Email Validation is the email address of a given residential or business prospect. This email data is run through an XML Web Service interface where it is validated or corrected; it doesn't collect or store the contact information that you submit.

XML RESPONSE EXAMPLE

```
<EmailValidateResult_v2>
  <EmailValidateInfo_v2>
    <EmailAddressIn>geoff.grow@gmail.com</EmailAddressIn>
    <Box>geoff.grow</Box>
    <Domain>gmail.com</Domain>
    <IsRecognizedTLD>true</IsRecognizedTLD>
    <TopLevelDomain>.com</TopLevelDomain>
    <TopLevelDomainDescription>commercial</TopLevelDomainDescription>
    <IsCCTLDD>false</IsCCTLDD>
    <IsSyntaxGood>true</IsSyntaxGood>
    <IsDomainSpecificSyntaxGood>true</IsDomainSpecificSyntaxGood>
    <IsDNSGood>true</IsDNSGood>
    <IsSMTPServerGood>true</IsSMTPServerGood>
    <IsCatchAllDomain>false</IsCatchAllDomain>
    <IsSMTPMailBoxGood>true</IsSMTPMailBoxGood>
    <IsFree>true</IsFree>
    <IsEstablished>false</IsEstablished>
    <IsAlias>false</IsAlias>
    <IsBogus>false</IsBogus>
    <IsVulgar>false</IsVulgar>
    <PossibleFirstName>GEOFF</PossibleFirstName>
    <PossibleLastName>GROW</PossibleLastName>
    <IsSMSDomain>false</IsSMSDomain>
    <IsRole>false</IsRole>
    <IsGood>0</IsGood>
    <IsDeliverable>true</IsDeliverable>
    <IsBusinessAddress>false</IsBusinessAddress>
  </EmailValidateInfo_v2>
</EmailValidateResult_v2>
```

This is a sample of the XML Response generated from our DOTS Email Validation V.2 Web Service. By providing us with an email address, we return detailed information about the email address to help you determine its validity. The return data includes information about the SMTP server associated with the email address, and about the email address string itself. With regard to the email address string, we check that its general and domain-specific syntax are correct, and parse out its components into box, domain, top-level domain, and the owner's likely first and last name (if the email address is based on a name). If the email address contains vulgar words, or is obviously bogus (e.g. "bgates@microsoft.com"), then we will make a flag for it in the appropriate output nodes.

In addition to checking the email address string itself, we also check the domain from which it is associated. Again, we return booleans that tell you if the domain is registered, if the SMTP server at the domain is operational, if the server accepts email addressed to that box, if it accepts all email addressed to that domain (i.e. it's a "catch-all" domain), if it's a free provider of email accounts (e.g. hotmail.com), and if the email address matches alias rules for that server, or is established with a list of known bulk email solicitors.

There are cases where the email address being checked passes as valid even though the specific addressee may not exist. This happens when a system administrator of the domain has configured the email server to accept all email with the correct domain.

SECURITY & AVAILABILITY

- HTTPS encrypts sensitive data sent to and from the DOTS Email Validation Web Service.
- All data is protected by an internal privacy policy and security guarantee.
- No customer data is retained or stored.
- A 99.995% Service Level Agreement is provided.
- Third Party Sentry testing immediately notifies Service Objects' technicians of issues.
- Primary and backup data centers on opposite coasts.
- Fully redundant, load-balanced hardware and Internet connections are used.

INTEGRATION & SUPPORT

Standard integration of DOTS Email Validation is very straightforward and takes a developer only days to implement. Almost any language can integrate with DOTS Web Services, allowing users to program their applications in the language of their choice. Service Objects also offers a developer's guide and sample code for most programming environments. Service Objects' expert developers are ready to help with your integration process and can even write custom sample code for you. They are also available to discuss integration quality and verify that it is fully robust.

Once fully integrated, the Service Objects support team is always ready to answer questions and help you with any issues that may arise. In the event of a problem with the service, a support ticket will be created immediately and a member of the support team will contact you within 90 minutes.

EMERGENCY SUPPORT

Emergency support is available 24/7, should you need to speak with an engineer immediately.

NEXT STEP

To try an online demo, sign up for a Free 30-day Trial; or, to learn more about DOTS Email Validation please visit:

www.serviceobjects.com/products/email-validation

Service Objects also offers free presentations and demo batches. Please call 800.694.6269 or email info@serviceobjects.com for more information.