

# DOTS Lead Validation

## ENHANCED MULTI-POINT CONTACT VALIDATION BUNDLE WITH COMPOSITE LEAD SCORING

DOTS Lead Validation<sup>SM</sup> by Service Objects is a real-time web service that harnesses the power of Service Objects' best of breed contact validation products into a single, robust solution.

This service cross-validates five critical components for both consumer and business leads, including: name, street address, phone number(s), email address and IP address. By analyzing over 200 data points, the service standardizes and corrects lead details and returns a composite quality score of 0–100, making it simpler for companies to focus on high quality leads and prioritize sales efforts for increased conversions.

INPUT	
Business Name	Service Objects
Name	Geoff Grow
Address	27 East Cota St Ste 500
City	Santa Barbara
State	CA
ZIP	93101
Phone Number	8059631700
Email	ggrow@serviceobjects.com
IP	71.117.100.229
Test Type	Business only



OUTPUT	
Overall Certainty	100
Overall Quality	Accept
Note Codes	103
Note Description	IsNamePhoneAddressMatch
Lead Type	Business
First Name	Geoff
Last Name	Grow
Gender	Male
Address	27 E Cota St Ste 500
City	Santa Barbara
State	CA
Postal Code	93101-7602
Address Resolution Level	DPV
Address Note Codes	102,107
Address Note Descriptions	IsDeliverable, IsBusinessAddress
Email	ggrow@serviceobjects.com
Email Note	IsGoodMailBox
IP Locality	Encino
Phone Type	Business
Phone Locality	Santa Barbara
Phone Note Code	111
Phone Note Description	IsBusiness
Business Certainty	100

### Green Outputs = Appended Information

\*This example represents output rendered by a typical operation. Other operations and data points may be available.

[View our Website to View All Inputs/Outputs](#)

## FEATURES

- Verifies and correlates using over 200 data points to produce a weighted certainty and quality score between 0-100
- Provides individual quality scores for each critical data point to show how inaccurate data impacts overall composite score
- Validates both consumer and business leads
- Accepts two phone numbers per contact
- Returns standardized, corrected and appended postal information for over 165 million unique addresses
- Checked against a database of USPS® and Canada Post® street addresses
- Performs reverse-lookup of wireless and landline phone numbers using a database of 400+ million records
- Returns connected vs disconnected phone numbers
- Determines validity of names and assigns possible gender
- Checks email address for general and domain-specific syntax errors
- SMTP-level test communicates with target server to ensure it is valid
- Coverage for both US and Canada

Visit the [DOTS Lead Validation](#) page to see the full sample request URL

## PRODUCT BENEFITS

- Accurately qualify better customers and prospects
- Evaluate leads in real-time; whether over the phone, on the Web or at the point-of-sale
- Focus on leads that are most likely to convert into sales
- Identify missed opportunities for better customer acquisition

## CUSTOMIZE TO YOUR NEEDS

Not all landing pages are the same, so we've created Test Types. Our scoring algorithms found within DOTS Lead Validation can be dynamically customized using Test Types. Lead certainty is based on the quality of the name, address, phone, email and IP and their relationships. Test Types can be created for unique lead applications when, for example, the lead has two phone numbers but no address. Test Types allow us to quickly customize the lead scoring rules for your unique application.

## WHY SERVICE OBJECTS

- Most accurate data available
- 24/7 customer support
- 99.999% server uptime guarantee
- Simple pay-as-you-go pricing
- No long-term contracts
- Bank-grade security
- Open industry-standard programming interface
- Free API trial key or sample batch

## COMPATIBLE LANGUAGES



Revision 3.0 2018

[www.serviceobjects.com](http://www.serviceobjects.com)

1.805.963.1700

1.800.694.6269