

PRODUCT SHEET

EMAIL INSIGHTS

Cross check new audiences to decrease risk of bounces, improve reputation and achieve higher inbox placement. Email Insights is a service that removes any harmful or invalid email addresses before your very first mailing, and provides an Audience List score to identify whether your list is safe, or requires additional cleaning before you start sending emails through Selligent Marketing Cloud.

Key Benefits

- **Fully integrated** with Selligent Marketing Cloud's GRID.
- **Contains hashed email addresses** of all bad or bounced email addresses across all addresses stored in Selligent Marketing Cloud.
- **Performs quality checks** identifying email addresses with syntax issues in the address or domains, or that are flagged as dangerous.
- **Removes poor quality email addresses** to improve your inbox rates, and maximize deliverability.
- **Improves your brand's reputation** through continued improvements in inbox placement, as well as protecting our sending infrastructure.
- **Reports** on the full breakdown of findings, given detailed insights into the quality of your email addresses in your Audience List.

Key Technical Features

- **Email address syntax checks** identify any email address that contains syntax errors (e.g. missing @ signs). It is impossible to deliver an email to incorrectly formatted email addresses, so there is no value in keeping any in your Audience List.
- **Double email address checks** identifies duplicate email addresses. Mailing people multiple times leads to annoyance, and will increase the chances of your email being flagged as spam. Keeping your email addresses clean reduces unsubscribes, and increases your reputation.
- **Dangerous address check** identifies harmful email addresses, such as spam traps which can negatively affect your reputation. These are email addresses created by anti-spam organizations with the sole purpose of identifying brands sending email without the consumer's permission.
- **Domain analysis** determines whether the domain is no longer active (e.g., legacy Internet Service Providers), or contains errors (e.g. gmail.com, gmail.co, etc.). Having an abundance of these in your list can indicate a general quality issue, old data or email addresses that have never been successfully contacted.
- **Full reporting** is provided with information around your Audience List, and its overall score. It provides details of:
 - Top 10 domains present
 - Invalid domains identified
 - Top 20 invalid domains present
 - Data quality check with the overall score
 - Top 20 warnings from the data quality check
 - Double records in the user list
 - A full list is also provided of the above report categories
- **CSV files** are also provided containing email addresses that should be removed from the list in order to improve the overall quality

