

# Clean your email list to improve deliverability & email marketing results.

Ensure your customers see your emails with MxValid [email validation and correction](#) from TowerData. Email validation is an essential tool for improving deliverability, open rates, responses and sales—as well as avoiding bad addresses, blocked emails and spam traps.

MxValid has been the leading email validation solution in the industry since 2002. Fast, easy to use and cost-effective, it instantly boosts your email marketing performance with increased open and click-through rates, decreased costs for undeliverable emails and an improved ROI.

## Go beyond identifying undeliverable email addresses

“Free” email validation tools use limited or inaccurate techniques that typically miss a lot of bad emails and invalidate good ones. Moreover, identifying good and bad addresses is just the tip of the iceberg. TowerData drills deeper with a comprehensive suite of validation services that can also cut your bounce rate, flag spam traps, save money and much more.

## Bounce less, deliver more

Slash your bounce rate by reducing the percentage of emails returned as undeliverable. MxValid ensures more of your emails reach the inbox by fixing invalid addresses, removing them from your list, or preventing them from getting there in the first place.

## Avoid complainers, bots and spam traps

Because TowerData helps you avoid mailing addresses that will cause your messages to be treated as spam, you benefit from a lower complaint rate, which ISPs reward with a higher delivery rate. That means more—if not all—of your messages will land in the inbox, not the junk folder.

## Capture more usable leads

When used as a real-time API, MxValid instantly validates emails entered on your website to ensure you capture a working address. That means fewer data errors and fraud, more valid leads for your mailing list and more new customers for your business.

## Increase your email marketing ROI

Undelivered and unopened emails can cost you money, sales, and customer loyalty. TowerData maximizes your email marketing dollars with improved deliverability, which translates to lower mailing costs, more potential sales, and greater customer acquisition, retention and winback.

## Turn to TowerData for a comprehensive validation solution

Our rigorous validation system includes a series of steps to ensure your addresses are thoroughly scrutinized for accuracy and authenticity. Rely on our granular reporting for a deep dive into your list.

## Catch and correct typos, misspellings and syntax errors

MxValid surpasses standard validation services by catching and correcting even the smallest or most deceptive syntax errors to help you recover otherwise invalid emails. We also ensure your email addresses comply with domain-specific syntax rules for popular domains such as AOL, Hotmail, and more.

## Confirm domain status accurately

We make sure that domains both exist and can accept email. Plus, we maintain our own domain database and repeatedly monitor the status over days—not just once—to ensure validity.

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**After implementing TowerData email validation, some companies have reported a 90 percent reduction in bounce rates and a 20 percent increase in open rates.**

## Count on TowerData for the cleanest, most responsive email address lists

- Identify which email addresses in your customer file work—and which don't
- Improve deliverability to your email marketing targets
- Minimize undeliverable email expenses and improve ROI
- Reduce fraud and data entry errors and improve data quality
- Increase brand exposure and sales with higher open and click-through rates
- Protect and enhance your sender reputation
- Cut bounce rates, suppress spam traps and curb complaints

## Test mailboxes to maximize cleanliness and deliverability

More than 70 percent of the bad addresses we identify are due to invalid mailboxes, and we utilize the most accurate mailbox validation “best practice” available—without sending an actual email message—to ensure validity. Because all validation checks are done on TowerData’s specialized servers, your IP addresses are protected.

## Protect against spam traps and risky email addresses

TowerData can further protect your email marketing by suppressing spam traps, bot-generated emails and risky email addresses such as role-based accounts, wireless domains, complainers, screamers and DMA Do Not Mail accounts. Fewer complaints improve your sender reputation, increasing deliverability and inbox placement.

## Choose the validation methods that suit your needs

TowerData offers three powerful email validation methods:

- **In Real-Time:** Instantly validate individual emails on a web site, mobile device, or anywhere else.
- **In Batch:** Check batches of emails for occasional projects when you have several days of lead time.
- **Automated Batch:** Submit email lists for automated processing via FTP at any time of day for quick turnaround.

Email Validation Summary		towerd@ta	
Total input records	2155		
Duplicate email addresses	1952		
Total Unique Email Addresses	1547 = 71.20%		
<b>Valid Email Addresses</b>			
Email addresses with syntax errors	408 = 1.80%		
Email addresses that are suppressed	18 = 0.00%		
Email addresses with invalid domains	491 = 2.37%		
Email addresses with invalid usernames	530 = 24.50%		
Total Invalid Email Addresses	1047 = 48.80%		
Corrected Email Addresses	318 = 5.11% of invalid		
Email Validation Results by Status Code			
Code	Description	Count	Percent of Invalid
Valid Emails (8)		215	0.00%
10	Syntax OK	215	0.00%
20	Syntax OK and domain valid according to database	9	0.04%
30	Syntax OK and domain exists and can receive email	3	0.01%
40	Syntax OK, domain exists and mailbox not rejected	467	2.16%
45	Domain does not support validation (accepts all mailboxes)	14721	68.94%
50	Syntax OK, domain exists, and mailbox not rejected	0	0.00%
<b>Syntax Errors (5)</b>			
100	General syntax error	0	0.00%
110	Invalid character in address	0	0.00%
115	Invalid domain syntax	0	0.00%
120	Invalid username syntax	2	0.01%
125	Invalid username syntax for a common domain	0	0.00%
130	Address is too long	0	0.00%
135	Unbalanced characters in address	1	0.00%
140	Email does not have a username	1	0.00%
145	Email does not have a domain	1	0.00%
150	Email does not have an @ sign	0	0.00%
155	Email has multiple @ signs	0	0.00%
160	Email does not have an @ sign	0	0.00%
165	Email has multiple @ signs	0	0.00%
200	Invalid top-level domain (i.e. not com, edu, etc.)	0	0.00%
205	IP address not allowed as domain	240	1.11%
210	Address contains space or other bad	7	0.00%
215	Unquoted spaces not allowed	1	0.00%
<b>Domain Errors (5)</b>			
220	Domain does not exist	100	0.47%
225	Domain exists but mailbox does not exist	100	0.47%

## Get your FREE Validation Report today!

Find out how many email addresses on your list are bad and why with a [complimentary MxValid report](#).

**Call now for your free report.**