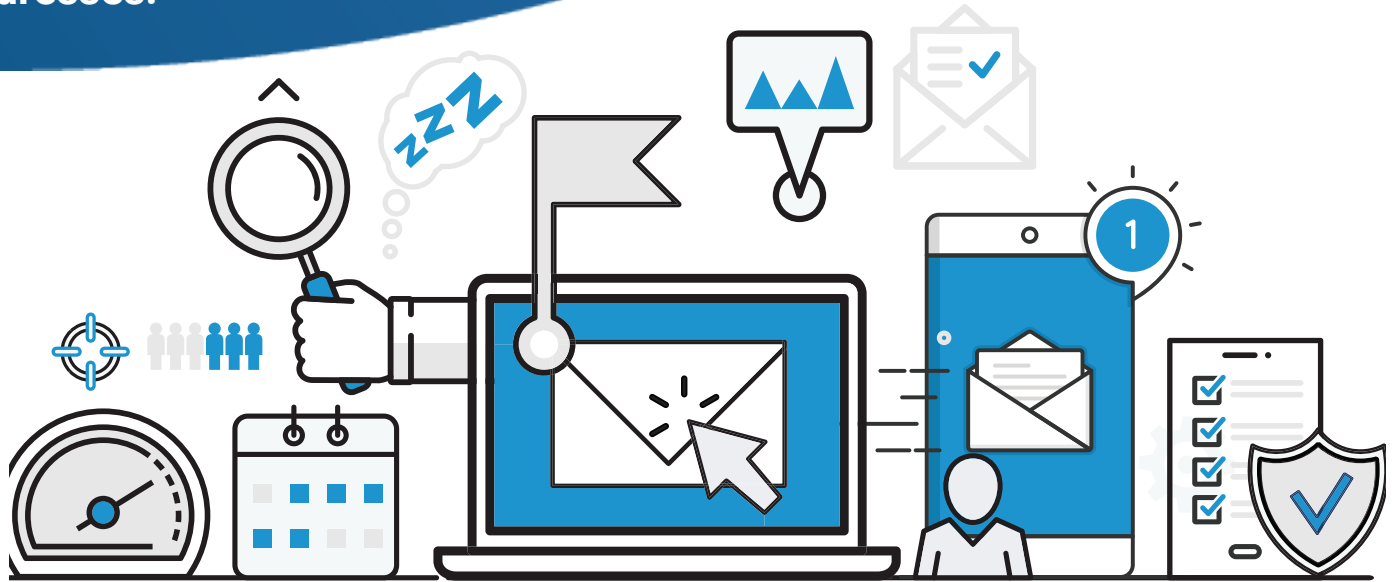


# Email Activity Metrics

Target legitimate, active emails,  
and avoid risky or inactive  
addresses.



**Email Activity Metrics** identifies fraudulent emails by scoring emails based on key actions. Our database includes billions of annual activities.

## Email Activity Metrics scores emails based on:

- |  |   |   |   |
|--|---|---|---|
| <b>1</b>   | <b>2</b>  | <b>3</b>  | <b>4</b>  |
| <b>Date First Seen</b>                                 | <b>Velocity</b>   | <b>Popularity</b>   | <b>Longevity</b>  |
| The date TowerData first encountered the email address | A score reflecting the email's activity over the last 6 months as viewed by TowerData | A score reflecting the popularity of the email as viewed by TowerData in the past 12 months | A score describing when TowerData first encountered the email address |

**Available in batch and API**

*\*Combine with **Open Data** for even more impactful insights\**