

Email Hygiene & Verification

Data Analysis Empowers Marketing Decisions

Sabal Strategy has performed a record-level analysis of your data set. The goal of this analysis is to empower your business with information at the customer level, giving your business the tools to optimize data performance.

Analyzing Your Data

Step 1: Verification - Verifies if the record is deliverable.

Step 2: Hygiene - Identifies complaints, improperly formatted records, bad words, bad/bot IPs, bad/foreign extensions, traps, and other potential issues.

These steps can work together to provide a complete solution OR can be independently configured. You choose. You control the process.

After data analysis, our team will provide the results file and a report. In the results file, you will see a field on the end named "Suppression_type". This field lists the different suppression types (if applicable) for each record (see key below). A blank field means it passed a record.

Hygiene and Verification Suppression Key

1. **Bad IP** IP on record was a blacklisted IP.
2. **Bad Domain** Blacklisted Domain
3. **Bad Extension** Improper or foreign extension
4. **Bad Word** String contains bad words or improper syntax pattern
5. **Bad Format** Improper email format
6. **High Complaint** Records proven to negatively impact IP reputation
7. **Low Complaint** Infrequent complainer who doesn't escalate complaints
8. **Spam Traps** Known Spam Trap
9. **Unsub** This consumer has a propensity to unsubscribe
10. **Duplicate** Records that appear more than once in a file

11. **Invalid Record** was verified as invalid (meaning it does not exist at the ISP, and is not valid for delivery)
12. **Special Character** Special character is present in the record
13. **Catch All** Records where the domain accepts all messages
14. **Unknown_V** Records could not be verified as valid or invalid

Different Types of Suppressions

Hard Bounces or Invalid records are invalid emails that hold negative implications for your IP reputation. You should not mail these.

Typically, responsive data has a high mix of complaint-prone users within the set. Every operation has a different tolerance for complaint rates. Our process effectively identifies the records which we think have a high propensity to act negatively; ultimately the decision to mail them or not comes down to your threshold for risk.

Our system couples our proprietary algorithms with our suppression universe to identify and differentiate low risk complaint users, high risk complaint users and known spam traps. Low risk complaint users have complained in the past, but have not escalated their complaints to levels that negatively impact the sender. Spam Traps and high risk complaint users have been captured negatively impacting the sender's reputation, and we would advise against the mailing of these records.

For the bad domain, bad/foreign extension, bad word, bad IP, and bad format suppression types, we advise against mailing these records. Our research has shown these records possess far greater risk of damaging your reputation than acting as good consumers. However, depending on your sending strategy and IP setup, you can test into these segments.

For records deemed UnknownV records, these are records we could not verify deliverability. We typically see up to 10% of these records are actually non-deliverable, while the GI records and some business domains are typically 'catch-all' emails, or emails where the domain accepts all messages. Coupling the hygiene portion of our platform along with email verification on B2B records helps ensure the highest level of data deliverability and cleanliness. Some B2B domains are hosted by providers like Gmail, AOL etc. and we are able to verify with the same level of accuracy as their consumer counterparts.

Unsubscribe records are records that we have seen continually unsubscribe. Depending on your internal mailing system, this segment can be tested.

Best Practices

If the client is deploying on their own behalf, we recommend that you do not send to records with invalid email addresses, spam traps, and high complainers.

We take the most risk averse approach to mailing in order to maintain a high IP reputation. We do not send any records that are suppressed.

