



Email Validation

# Right from the start

Successful customer relationships begin with the correct email address

Loqate's Email Validation solution enables users to verify email addresses in real-time or batch cleanse - increase delivery rates, protect your sender reputation and improve your ongoing customer communications.



## Increases email deliverability

Improve email marketing results by ensuring messages reach their destination.



## Maintains email reputation

Reduce hard bounces from email campaigns and prevent emails from being blocked.



## Reduces bogus registrations

An elegant alternative to CAPTCHA for preventing bogus registrations from online forms.

Email address

joeb@@gmail.com



Email address validated?



Valid?



Email address

joeb@gmail.com



Email addresses are verified in real-time or in batch. A single and easy-to-integrate API identifies invalid email addresses by validating the domain and the username via mail servers using SMTP.



### Batch cleansing

Invalid or mistyped email addresses are detected and removed from your database.



### Works for business and consumer emails

Checks the validity of business AND personal email addresses, even for free web-mail addresses such as Hotmail and Gmail.



### Use in-house or online

By integrating Loqate's email validation into your website forms or business applications, data quality across all touchpoints is improved.



### Signup forms

Because invalid or mistyped email addresses are detected as they are typed, forms can be simplified and website usability is improved.



### More than syntax checks

Beyond checking for an @ symbol and a valid domain, our service detects whether the email mailbox is genuine and can receive mail.

Harmony RightAddress is now Loqate, a GBG solution.

Over 19,000 customers and partners trust Loqate, so you'll be in good company.

NORDSTROM

ASOS

THE ICONIC

CUE

RALPH LAUREN



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