

Email List Health Check

Report for ABC Company Limited

For file: newsletter_registrations_2015.xls

Date: 28 September 2015

Results

Records Submitted: **11,470,053**

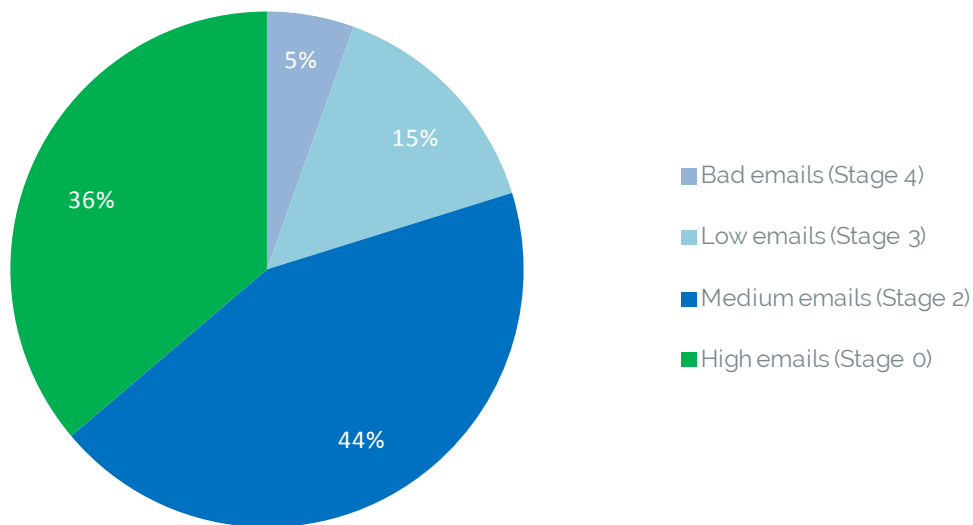
Total number of email addresses supplied

Duplicate emails: **0**

Number of emails that appeared in the supplied file more than once

Unique emails: **11,470,053**

Number of unique email addresses in supplied file



Bad emails (Stage 4) **628,364** **5%**

Email addresses that failed at validation check, including those with an invalid format. These records are considered invalid and should not be mailed.

Low emails (Stage 3) **1,689,234** **15%**

Email addresses which passed validation checks, but are considered to have a low chance of successful delivery.

Medium emails (Stage 2) **5,003,461** **44%**

Email addresses which passed all validation checks, but are considered at higher risk of degeneration than those classified 'high'.

High emails (Stage 0) **4,148,994** **36%**

Email addresses which passed all validation checks and are considered to be the lowest risk to mailing reputation.