

Full B2B List Validation

Report for ABC Company Limited

For file: client_contacts_2015.csv

Date: 03 October 2015

Results

Records submitted: 500,000

Total number of email addresses supplied.

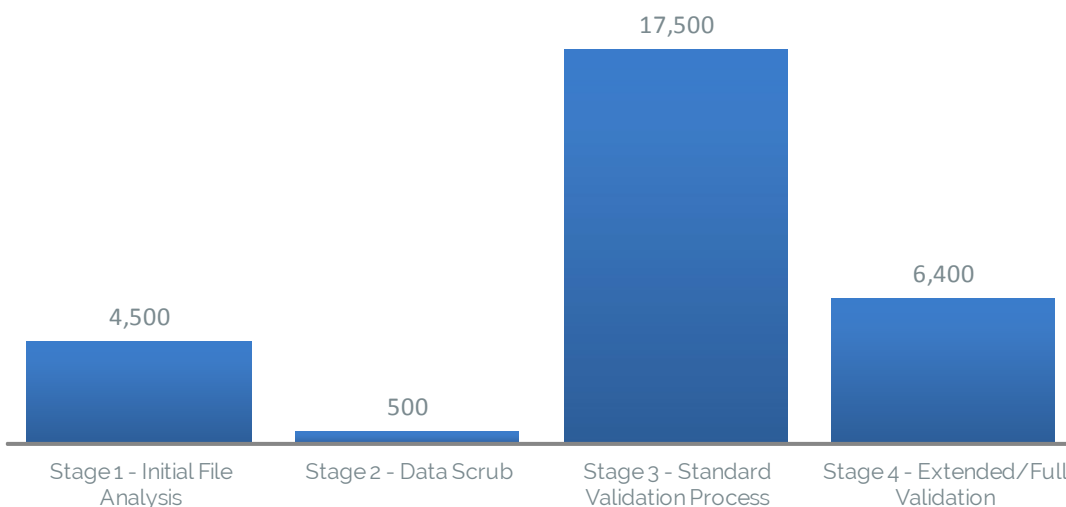
Duplicate emails: 500

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

Records processed: 499,500

Total submitted less any duplicates.

Summary Of Invalid Addresses Found



Stage 1 - Initial File Analysis 4,500 0.9%

Ill-formed addresses identified and removed.

Stage 2 - Data Scrub 500 0.1%

Spam traps identified and removed.

Stage 3 - Standard Validation Process 17,500 3.5%

Using the Emailinspector software, invalid addresses are identified and removed.

Stage 4 - Extended/Full Validation 6,400 1.3%

Additional checks are made on addresses that were returned as 'unknowns' in Stage 3. Any further records identified as invalid are then also removed.

Total Invalid Addresses Removed 28,900 6%

Valid Addresses Remaining 470,600 94%