



CS BBLs:

BriteVerify

November 15^h, 2024

Agenda

- Interpreting validation results
- Data confidence
- Validation use cases
- Seasonally relevant validation use cases
- Q & A
- Resources



Interpreting Validation Results

BriteVerify Web App Homepage

The screenshot displays the 'My Lists' page in the BriteVerify web application. The interface includes a dark sidebar on the left with navigation options: My Lists, API Keys, Usage, Members, Credits, and Settings. Below the sidebar, it shows 'Available Credit Balance' and 'Credits in reserve', both at 0. The user's name, Anthony Lardiere, is visible at the bottom of the sidebar. The main content area features a search bar and a 'Verify New List' button. A table lists several verification tasks, each with a status bar and a 'View Details' button.

File Name	Verifications	Status	Progress	Details
Debbie Test.csv Uploaded by: Me 10/23/24 - 2:46pm Deleted at 10/30/24 02:47PM	2	Complete	100%	View Details
Debbie Test.csv Uploaded by: Me 10/23/24 - 2:45pm	-	Error	Email and phone columns both undetermined	Delete
Debbie Test.csv Uploaded by: Me 10/23/24 - 2:45pm	-	Error	Email and phone columns both undetermined	Delete
Debbie Test.csv Uploaded by: Me 10/23/24 - 2:44pm	-	Error	Email and phone columns both undetermined	Delete
Debbie Test.csv Uploaded by: Me 10/23/24 - 2:44pm	-	Error	Email and phone columns both undetermined	Delete
BV Phone and Email Demo.csv Uploaded by: Me 10/16/24 - 10:39am Deleted at 10/23/24 10:40AM	30	Complete	100%	View Details
740b9ad85bc3260f07c1156b7afba4f7_1726776201_bul... Uploaded by: Melanie Rodgers 09/19/24 - 4:03pm Deleted at 09/26/24 04:04PM	39	Complete	100%	View Details
d347794caeaeddc11356782560d2f9e5_1726776078_bu... Uploaded by: Me 10/23/24 - 10:40am Deleted at 10/23/24 10:40AM	30	Complete	100%	View Details

BriteVerify Web App Results Page

VALIDITY

- My Lists
- API Keys
- Usage
- Members
- Credits
- Settings

Available Credit Balance 0

Credits in reserve 0

Anthony Lardiere

BriteVerify
FROM VALIDITY

Summary

148
TOTAL

Valid	17	11%	Download Valid
Invalid	69	47%	Download Invalid
Unknown	34	23%	Download Risky
Accept All	28	19%	Download All

Invalid Emails

69
TOTAL

Invalid Address	0	0%	Download Invalid Address
Invalid Domain	26	38%	Download Invalid Domain
Invalid Account	38	55%	Download Invalid Account
Mailbox Full	5	7%	Download Mailbox Full

Risky Emails

69
TOTAL

Accept All	28	41%	Download Accept All
Unknown	34	49%	Download Unknown
Role	3	4%	Download Role Address
Disposable	4	6%	Download Disposable

BriteVerify Web App Output File

	A	B	C	D	E	F	G	H	I
1	First Name	Last Name	Phone	Email	email_status	secondary_status	phone_status	service_type	phone_location
2	John	Bond	(312) 596-1000	bond_john@grandhotels.com	accept_all		valid	land	
3	Tim	Barr	(312) 596-1000	barr_tim@grandhotels.com	accept_all		valid	land	
4	Rose	Gonzalez	(512) 757-6000	rose@edge.com	invalid	email_account_invalid	valid	mobile	
5	Sean	Forbes	(512) 757-6000	sean@edge.com	invalid	email_account_invalid	valid	mobile	
6	Jack	Rogers	(336) 222-7000	jrogers@burlington.com	accept_all		valid	land	
7	Pat	Stumuller	(014) 427-4427	pat@pyramid.net	accept_all		invalid		
8	Andy	Young	(785) 241-6200	a_young@dickenson.com	invalid	email_account_invalid	valid	land	
9	Tim	Barr	(312) 596-1000	barr_tim@grandhotels.com	accept_all		valid	land	
10	John	Bond	(312) 596-1000	bond_john@grandhotels.com	accept_all		valid	land	
11	Stella	Pavlova	(212) 842-5500	spavlova@uog.com	unknown		valid	land	business
12	Lauren	Boyle	(212) 842-5500	lboyle@uog.com	unknown		valid	land	business
13	Babara	Levy	(503) 421-7800	b.levy@expressl&t.net	invalid	email_domain_invalid	valid	mobile	
14	Josh	Davis	(503) 421-7800	j.davis@expressl&t.net	invalid	email_domain_invalid	valid	mobile	
15	Jane	Grey	(520) 773-9050	jane_gray@uoa.edu	invalid	email_domain_invalid	invalid		
16	Arthur	Song	(212) 842-5500	asong@uog.com	unknown		valid	land	business

Verify Module within DemandTools 5.x

The screenshot shows the 'Verify' module configuration in DemandTools 5.x. The interface includes a top navigation bar with the DemandTools logo and user information. The main content area is divided into several sections:

- Object to Verify:** A dropdown menu set to 'Contact'.
- Record Selection Criteria:** A table with columns for Field Name, Condition, and Value. One record is shown: MailingState = co, colorado.
- Save Results:** A section for configuring where to store verification results, including fields for Primary, Secondary, and Verification Run Date.
- Choose which email field to verify:** A list of email fields with radio buttons, where 'Email [Email]' is selected.

At the bottom, there are buttons for 'Back to Dashboard' and 'Verify 202 Records', along with a progress indicator 'Step 1 of 2'. The Windows taskbar is visible at the very bottom of the screen.

Verify Module within DemandTools 5.x Results

DemandTools - Production

2,228 of 101,000 API Calls

Verify
Check the health and validity of email addresses in your CRM.

< Scenarios

Scenario: EH - Cactusforce Verify Leads - C...

✓ **Your verification is complete!** The records have been successfully updated in your CRM organization. [View log file for full details.](#)

Results Summary

432 VERIFIED EMAILS

[View category definitions](#)

18%	Valid	76
33%	Invalid	141
	Email Address Invalid	0
	Email Domain Invalid	13
	Email Account Invalid	128
	Mailbox Full Invalid	0
23%	Unknown	101
26%	Accept-All	114

Total Records Processed	432
(Records Without Emails)	0
<hr/>	
Total Verified Emails	432

Step 2 of 2 [< Back](#)[Export 432 Records](#)

Verify Module Results in Salesforce and BriteVerify for Salesforce

The screenshot displays the Salesforce interface for a contact named Anthony Lardiere. The contact details include Title, Account Name (Pork Roll), Phone (2) (555) 555-5555, Email (anthony.lardiere@validity.com), and Contact Owner (Anthony Lardiere). The interface also shows a 'Related' section with 'Notes (0)' and a 'Details' section with 'Account Source', 'Case Count Last Quarter', 'Status', 'BVStatus valid', 'BVDate 11/15/2024', and 'VTP High' and 'VTP Medium' checkboxes. A 'BriteVerify for Salesforce' link is highlighted with a green arrow. The right sidebar contains a message: 'We found no potential duplicates of this Contact.' and a table of 'DupeBlocker Potential Duplicates' with columns for First Name, Last Name, Account, Warning, and Scenario. A green box highlights a verification result for the email address 'anthony.lardiere@validity.com', stating it is a valid e-mail.

Related Details

Notes (0) [New](#)

Account Source

Case Count Last Quarter

Status

BVStatus
valid

BVDate
11/15/2024

VTP High

VTP Medium

[BriteVerify for Salesforce](#)

We found no potential duplicates of this Contact.
No duplicate rules are activated. Activate duplicate rules to identify potential duplicate records.

DupeBlocker Potential Duplicates

Contacts

First Name	Last Name	Account	Warning	Scenario
Anthony	Lardiere	ABC Widgets ...	Warning: 1061	Contact - Sem...
Anthony	Lardiere	ABC Widgets ...	Warning: 1061	Contact - Sem...
Anthony	Lardiere	Pork Roll	Warning: 1061	Contact - Sem...
Anthony	Lardiere	Pork Roll	Warning: 1061	Contact - Sem...

Last updated: May 28, 2024

anthony.lardiere@validity.com is a valid e-mail. You can successfully send e-mails to this address.

Global Email Validation Results

- If your ESP's bounce threshold is 5% or less: **Do not mail**
- If your ESP has given you a dedicated IP: **Mail slowly**

Valid

- Safe to mail.

Invalid

- Do not mail.

Accept_all

- Domain consumes all email addresses, valid or not.
- We consider these risky.

Unknown

- Email looks good but domain is not responding.
- We consider these risky.

Global Email Secondary Statuses

Primary Status: Invalid

- **Email_Address_Invalid**
 - Address format (syntax) is incorrect.
- **Email_Domain_Invalid**
 - Domain does not exist: Anthony.Lardiere@validity.com
- **Email_Account_Invalid**
 - Inbox does not exist at the domain given: Anthony.Lardiere@validity.com
- **Mailbox_Full**
 - Generates soft bounce as the mailbox is full and cannot accept more.
 - Proceed with caution.

Primary Status: Valid

- **Disposable**
 - Temporary email address and it will self-destruct.
 - Consumers use disposable addresses to bypass registration forms. See appendix for screenshot.
 - Example MBP: <https://temp-mail.org/> .
 - Do not mail.
- **Role_Address**
 - Typically underperform to addresses that message individuals. Example: DemandToolsCOE@validity.com
 - Proceed with caution.

USA & CAN Phone Number Validation Results

Valid Status

- **Service Type:** This tag identifies the type of phone number verified as a landline, cellphone or VOIP. It would not apply to an unknown status.
 - **Mobile:** At the time of activation, the number was designated as a cellular number
 - **Land:** At the time of activation, the number was designated as a land line
 - **VOIP:** At the time of activation, the number was designated as a VOIP line. Think Zoom phone numbers.
- **Phone Location:** Helps verify if the number belongs to a residential, business or small office location. It would not apply to an unknown status.
 - **Residential:** The phone number is associated with a residence
 - **Business:** The phone number is associated with a business
 - **Small_Office:** The phone number belongs to a small office

Invalid and Unknown Statuses

- **Error Code:** This tag helps identify the reason for the invalid or unknown status:
 - **Invalid_phone_number :** The provided number does not exist.
 - **Blank_phone_number :** The phone number field is blank. This could be due to improper formatting.
 - **Invalid_format :** The number provided has insufficient or inaccurate information.
 - **Invalid prefix :** Unable to verify the phone prefix or first 7 digits.

USA & CAN Physical Address Validation Results

Leveraging the USPS Coding Accuracy Support System (CASS) and Canada Post's Software Evaluation and Recognition Program (SERP)

- **Valid:** Address verified successfully.
- **Invalid:** Issues prevent validation, including:
 - Missing or incorrect suite/apartment numbers
 - Multiple possible matches for the address
 - Invalid or missing postal code, street, or building numbers
 - Non-deliverable or unknown street
 - Mismatched directional info (Ave, Blvd, etc.)
- **Unknown:** Unable to confirm address.





Data Confidence

Why trust the results?

- BriteVerify is the industry's longest standing solution with over a decade of experience and expertise. With the highest privacy and security standards, we has an established customer base consisting of organizations of all sizes and across all verticals.
 - [DPA](#) (Data Processing Addendum)
 - Security@validity.com for InfoSec White Papers.
- BriteVerify email validation uses **custom integrations** developed in conjunction with Mailbox Providers (MBPs) to communicate with their mail servers via their preferred method. **BriteVerify communicates directly with the MBP** to authenticate if an email address exists on the email server. **Our technology works with all global MBPs and is constantly updated for changes in existing MBPs and new MBPs. This method is 97%+ accurate and averages 0.5 seconds per verification.**
- For physical addresses, we leverage the USPS Coding Accuracy Support System (CASS) and Canada Post's Software Evaluation and Recognition Program (SERP)

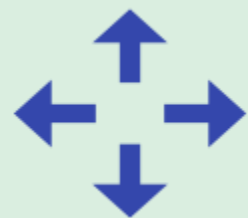
What makes BriteVerify validation better?



Highest privacy & security standards



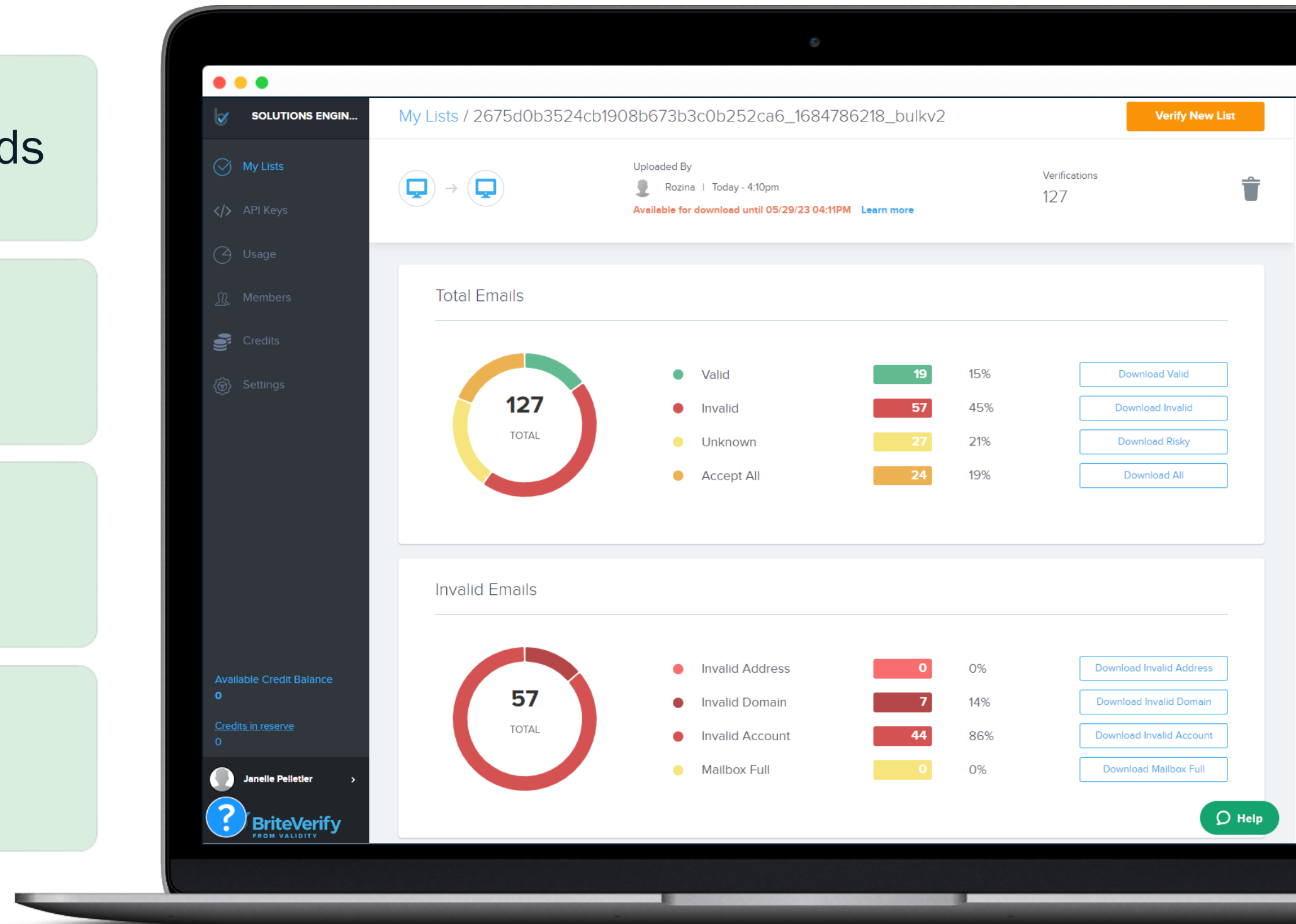
Quality & accuracy you can trust



Flexible options to fit your needs



Speed at scale





Use Cases

Email and Phone

- **Email List Cleaning for Marketing:** A company runs a promotional email campaign and needs to ensure their email list is clean and up-to-date, reducing bounce rates and improving deliverability. Routine maintenance is important to discuss with our customers.
- **CRM Data Accuracy:** A business integrates BriteVerify to regularly verify email addresses in their CRM, ensuring they only reach valid and active contacts.
- **E-commerce Signups:** An online retailer uses BriteVerify to validate customer email addresses during account creation to prevent future communication issues.
- **Lead Generation:** A sales team verifies email addresses from trade shows or webinars to ensure they are contacting valid leads.
- **SMS Marketing Campaigns:** A business uses BriteVerify to validate mobile numbers before sending SMS marketing messages, ensuring that phone numbers are valid, formatted correctly, and active. This helps improve engagement rates and avoids sending messages to incorrect or unreachable numbers.



Physical Addresses in USA and CAN

Correctly formats physical addresses for mail (USPS/Canada Post standards).

Fixes incomplete addresses (e.g., adding missing city, state, or zip code).

Corrects mismatched city and state if street and zip code are correct.

Provides zip code when street, city, and state are valid.

Converts 5-digit zip codes to 9-digit when applicable.

Flags missing details like floor or suite in error messages.



'Tis the Season...for Validation

'Tis the Season...for List Validation



Seasonally Relevant Use Cases

- Re-Engagement Campaigns
- Acquisition Pushes
 - Channel
 - Intent
 - Co-branding
- Guarding against spam sign-ups & bots
- T&C Emails
- Privacy Policy Updates





Q&A



Resources and Appendix

Links

[BriteVerify Web App](#)

[BriteVerify API Documentation](#)

[BriteVerify Help Center](#)

Helpful Articles:

- [Email, phone and address verification API status key](#)
- [Understanding Statuses in BriteVerify](#)
- [How Does BriteVerify Email Verification Work?](#)
- [How does BriteVerify's phone number verification work?](#)
- [How to import and verify your phone list in BriteVerify](#)

Appendix

The screenshot displays the Temp Mail website interface. At the top, there is a navigation bar with the Temp Mail logo and a 'Premium' button. Below this, the main content area features a dark background with the text 'Your Temporary Email Address' and the address 'dogana5854@gianes.com'. To the right of the address is a QR code and a copy icon. Below the address, there is a paragraph of text: 'Forget about spam, advertising mailings, hacking and attacking robots. Keep your real mailbox clean and secure. Temp Mail provides temporary, secure, anonymous, free, disposable email address.' To the right of this text is a placeholder for a '3rd party ad content'. Below the main content area, there is a row of four buttons: 'Copy', 'Refresh', 'Change', and 'Delete'. Below the buttons, there is a section with an Adobe advertisement and a table with columns 'SENDER', 'SUBJECT', and 'VIEW'. The table is currently empty. At the bottom of the screenshot, there is a Windows taskbar with various application icons and a system tray showing the time '1:22 PM' and date '11/12/2024'.

