

Every Market Media Introduces Double-Verified B2C Email Data

Every Market Media has revolutionized their email verification processes. They designed a proprietary "Double Verification" process that complements live send.

CHICAGO, IL, USA, February 20, 2015 /EINPresswire.com/ -- Every Market Media has revolutionized their email verification processes. They complement live send delivery validation with two robust hygiene software data analyses. EMM, partnered with [ImpressionWise](#) and [Bridge Marketing](#), have designed a proprietary "[Double Verification](#)" process.

EMM's Founder, Rick Holmes, says, "By leveraging a customized combination of software verification processes and live sending, we have identified an additional 96 million email addresses in our B2C database as likely deliverable. Whether a client is looking for quality or quantity, we are able to better tailor B2C email lists for our clients."

Double Verification analyzes the results of 3 processes to determine likely deliverability and risk of each record:

- 1) Threat Management. (Impressionwise) A data hygiene software designed to remove non-deliverable data elements while purging any email-based traps, secondary moles, and other third party oversight seeds.
- 2) Software Validation. (Bridge Marketing) A complete series of proprietary hygiene applications and data quality algorithms to identify and significantly reduce the risk of bad users from a file. This is at the forefront of IP reputation management for leading email inbox delivery and enables marketers to cleanse data for safe remarketing and legacy reactivation campaigns.
- 3) Live sending. (EMM) Email broadcast delivery is attempted. The results of these delivery attempts are tagged on each record. (Deliverable, Undeliverable and Unknown/Soft Bounce)



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EMM revolutionizes their email verification and designs a proprietary "Double Verification" process.

Unknown, or soft bounce, records are email addresses that EMM was not able to deliver during live sending, however, their true deliverability status is not yet known.

Email addresses that successfully complete all 3 processes without issue are determined to be premium, deliverable records. These email records are suited to most users, including advertisers using non-commercial email platforms for sending.

There are records, however, that are not able to successfully complete all 3 processes and it is in analyzing these records that Double Verification truly brings value to email data valuation. By cross-referencing the Unknown (soft bounce) records against their software validation status, EMM is able to more accurately predict their likely deliverability and risk to email platforms. Approximately 39 million records that are Unknown deliverability have passed software validation – this group of records is a significant asset that is made available to clients with commercial platforms who readily accept this calculated risk.

Upon completion of the Double Verification of their B2C email addresses, EMM immediately began to process their B2B email addresses using their new hygiene methodology. The B2B database update should be completed soon.

Every Market Media stands behind the quality of their email data with a 100% replacement of failure guarantee, which means little risk and high deliverability. Sample files of Every Market Media's B2C Marketing Database are now available upon request.

Press release courtesy of Online PR Media: <http://bit.ly/17jGSVu>

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