Email Hippo Extends Validation Service to Clean Yahoo® Email Addresses

Email Hippo has pioneered a unique, new email validation capability for Yahoo email address lists with >95% accuracy.

LAUNCESTON, CORNWALL, UNITED KINGDOM, July 15, 2016 /EINPresswire.com/ -- What does it mean?
This is great news for businesses reaching out to a consumer-based audience. For the first time email list owners can check high volumes of email addresses on lists and know with a very high degree of confidence whether email addresses on their lists with Yahoo extensions are valid i.e. john.smith@yahoo.com

Rowland O'Connor, CEO of Email Hippo

The new service will help reduce spam, improve email deliverability and make email marketing more effective.

CEO of Email Hippo Ltd., Rowland O'Connor said: "Almost 30% of emails sent in 2015 were to Yahoo addresses.* Being able to validate Yahoo addresses is another great first for us. We developed email validation in bulk in 2009 and have been growing our services ever since. It's taken years of development to be able to do this, there is no-one to learn from when you are in the lead!"

He continued: "Yahoo works differently to other email service providers so we've had to learn how to develop infrastructure to cope with the way Yahoo interacts with our software. We're working to provide a service for our customers; we don't work with Yahoo directly, so we need to balance the demands of customers who want rapid, multiple address checking, while staying within Yahoo's fair usage parameters."

"We work for businesses all over the world, validating millions of emails every day and it was by listening to our customers that we developed this service – our customers were asking for it so we've developed the solution."

Ends

*Source: Email Hippo statistics, profile of >100,000,000 email addresses in 2015
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About Email Hippo   www.emailhippo.com

Email Hippo Limited makes data better. It is a Software as a Service (SaaS) company based in the UK, providing rapid email validation services to organisations worldwide, via the cloud. The majority of customers are in the USA, Europe and India.

The company is owned by Rowland O'Connor, an advanced programmer, who pioneered the ability to validate bulk email addresses in 2009.

Email Hippo is based in the south west of England and owns data centers worldwide to ensure high levels of speed and uptime, and has been built to scale during peaks in demand.

What is email validation and why does it matter?
Email validation is a process that checks whether an email address is real, by pinging an email address without actually sending an email. By validating email addresses before sending emails, companies improve email delivery rates, reduce spam and market more effectively.

The demand for email validation has increased as email marketing has grown in popularity and anti-spam laws have developed.

Email validation enables companies to stay within international spam laws and helps prevent blacklisted IPs.

Key facts:
Email addresses become out of date at a rate of 30 to 40% per year. So a list of 1,000 addresses would only be deliverable to 600 to 700 inboxes within a 12 month period.
Email Hippo can validate up to 500 emails per second
Email Hippo operates 7 data centers in North America, UK, Asia and Europe
All services are delivered via cloud infrastructure. Email Hippo uses a private cloud platform, Amazon Web Services and Microsoft Azure.

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