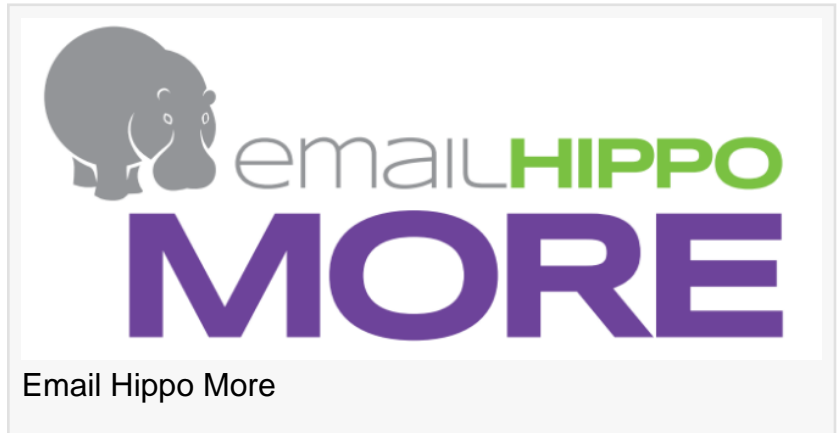# Email Hippo releases new email validation service that will help combat online fraud

A new version of the industry leading email validation service; 'More' from Email Hippo provides users with a 'Trust score' that helps combat online fraud.

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Email Hippo launches 'More' a feature-rich product that raises the bar again for the email validation industry

Email Hippo More

Email Hippo Limited, which provides a cloud-based email validation service worldwide, has launched a new version of its industry-leading software. The new product, 'More' is the third generation of email validation software. It is available to all API users and dramatically extends the range of email checking data points. More enables users to make better decisions about their data.

More is the result of over a year's development. It shows the commitment of Email Hippo to continually improve the standard of email validation and data enrichment.

Rowland O'Connor, CEO of Email Hippo, said: "I'm thrilled to be launching More. We've created a beast of a service that gives users 74 data points to check for every email. That's an incredible amount of information! It will let users understand the quality of their leads and their data in valuable new ways."

Over the years we have become the go-to people for email validation, offering quality and integrity. We regularly hear new customers say they have tested other providers in the sector and have come to us because our results are the best and our prices are competitive. That's exactly what we aim for – affordable excellence. Thanks to More, Email Hippo will continue to blow everyone else out of the water."

Email Hippo processes data from all over the world, validating email addresses to help businesses reduce fraud, maintain their databases and carry out effective communications.

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NOTES TO EDITORS

About Email Hippo Limited   www.emailhippo.com
Email Hippo 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 uses data centers worldwide to ensure scalable levels of speed and uptime.

What is email validation and why does it matter?
Email validation is a process that checks whether an email address is real, without actually sending an email to an inbox. Marketers use email validation to check email address lists to ensure they are only sending emails to inboxes that will receive them. 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. The result is that sending relatively low volumes of emails to bad email addresses will get a company blacklisted by Internet Service Providers. Once blacklisted a company will be unable to send or receive any emails – in some cases this can close the organisation down.

Email Service Providers, who send out bulk emails, will refuse 'dirty' lists to protect themselves against being blacklisted. Therefore, marketers using out-of-date email address lists will find they cannot engage an Email Service Provider for bulk email campaigns.

Email validation helps fight fraud
Industry research and statistics show a link between the instances of online fraud and the use of anonymous or temporary email addresses. Email Hippo identifies email addresses that are intended to conceal the identity of the user. By identifying these emails at the point of entry, Email Hippo is helping online retailers combat fraud.

Key facts:
Email addresses become out-of-date at a rate of 30% to 40% per year. With this in mind, 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 data centers in North America, UK, Asia and Europe.

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