

Email Hippo launches new domain registration data service

Bringing order from chaos; Email Hippo has created a new API for data brokers and lead generation companies that returns consistent data from domain registrars.

LAUNCESTON, CORNWALL, UNITED KINGDOM, September 3, 2018 /EINPresswire.com/ -- Email Hippo launches new [domain data](#) service. Email Hippo Limited, one of the South West's fastest growing software companies, has launched a new data service; '[WHOIS](#)'.

WHOIS delivers data about over 200 million website domain registrations, sourced from 2,500 data registrars. This data will be used by companies worldwide that deal in business information, and lead generation companies that provide business and marketing data.

WHOIS from Email Hippo is better than current domain data services as it creates new data fields that contain calculated information about the age of every domain. Email Hippo is leveraging its skills and know-how in data processing to add value and bring scalable, reliable services to new audiences.

WHOIS enables Email Hippo customers to know more about businesses and add value to data they curate.

WHOIS brings order to domain registration chaos. Rowland O'Connor, CEO at Email Hippo explains why WHOIS is a special service; "Domain registrars have developed individual ways of ordering data and recording information. For this valuable data to be accessible and useful, it has to be delivered in a way that's uniform, so that computers can read it. WHOIS brings order to domain registration chaos, as it gathers data from multiple sources and puts it all in the same order, regardless of how it looked to begin with."

The WHOIS service is the first in a pipeline of new data services by Email Hippo, that will be delivered from the company's Development Centre, in Cornwall, where Email Hippo's cloud-based software is designed, engineered and supported.

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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 data services to organisations worldwide, via the cloud. The majority of customers are



in the USA and Europe.

Email Hippo processes data from all over the world, focusing on data that is contained within email addresses and website domains. Email Hippo data services help businesses reduce fraud, maintain their databases and carry out effective communications.

The company is owned and steered through exciting new pathways 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 cloud-based infrastructure to ensure scalable levels of speed and uptime.

What data is contained on a WHOIS record and why it is useful.

Every website domain name is registered with a domain registrar. Millions of domains are registered each year and the person registering is required to provide contact information for the individual, company or agency that's going to own the domain. It's basically a registration process to help keep the ownership map of the internet up to date. There are thousands of registrars, all gathering similar data for various aspects of the business, including technical and administrative contacts. Information provided when a domain is registered is not all private, although personal contact details can be concealed from queries.

The register information is commonly used for technical and legal communications. Domain information also provides data about where the company owning the domain operates and how long the domain has been registered for. These pieces of information are useful for business purposes - for example, in market analysis, lead generation and also for protection against fraud.

How Email Hippo WHOIS works

WHOIS from Email Hippo is an API that is accessed by licence key. The API searches for registration information about a domain and returns the publicly available data. Once it has been called as part of a system, the WHOIS API returns some, or all of the data to the user, depending on their requirements.

Users can then consume the data into their systems, whether it is for augmenting entities on databases (filling in the gaps) or taking specific pieces of information to compile data for specific purposes. For example, building profiles of companies who do business in a particular geographic territory.

A note about Email Hippo and data security

Email Hippo is trusted by companies to process data securely. Its systems are accredited to the international quality standard ISO 27001. The company is registered with the Information Commissioner's Office. Full information about the company security and compliance can be found here;

www.emailhippo.com/compliance

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