



Data8 Email Validation is a cloud based service that checks email addresses at point of entry, such as a CRM form, lead generation form or eCommerce checkout form. The service checks if the email is valid in real-time and can also make suggestions for incorrectly typed email addresses.

Most email validation solutions only check the structure of an email address, simply verifying if there's an @ symbol with characters either side. With market-leading technology, our Email Validation service goes much further.

We look beyond syntax; checking for typos, fuzzy logic and spelling mistakes in both the username and domain parts of the address. We also verify if it currently accepts messages, all at point of entry, allowing you to only capture email address data that is genuine and deliverable.

Checks email validity

Data8 Email Validation performs a series of checks upon entry of an email address. This includes checking that the email is valid, can accept incoming emails and that the email domain exists



Identifies the type of email address entered



The service can identify if an entered email address as a personal, generic (such as info@ or admin@) as well as free (disposable) email addresses.

Checks for spelling errors and provides suggested corrections

Common errors in email addresses include mis-spelling of email name format (such as a mis-type of firstname.lastname or the email domain) can be identified by the service and rather than giving a generic error, will also suggest a correction to both the email format and email domain.





Quickly and easily integrate with CRM & eCommerce platforms



Data8 Email Validation integrates with all leading CRM and eCommerce platforms, including:

- Magento Commerce
- Prestashop
- WooCommerce
- Opencart
- Microsoft Dynamics 365
- Salesforce
- Sage

API protocols are also available to allow full functionality with bespoke systems.

Benefits of Data8 Email Validation

Data8 Email Validation offers a number of benefits to organisations looking to improve the data quality in their systems, such as:

- Improved user experience
- Ensuring accurate data is captured
- Enabling segmentation of data by email type
- Improved email deliverability rates
- Reducing the number of hard bounces
- Improved reputation score

Try Email Validation Free for 14 days

Explore all the features and benefits of Data8 Email Validation free for 14 Days

Visit www.data-8.co.uk/EmailValidation for more information



Levels of validation

The service allows for 4 levels of email address validation as below:

Level	Description
Syntax	to check whether the email address is syntactically correct
MX	to check that there is an MX record associated with the email address
Server	to check that there is a real server attached to the domain
Address	to check that the email address exists on the email server, i.e. that it can receive incoming mail

The service is a global service and is initiating a real-time deliverability check, it is not referencing a database and offers 100% coverage globally.

Response Codes

The service returns a code indicating the status of the email address. This code can be one of the following values:

Response	Description
BLANK	The email address was blank
VALID	The email address has been confirmed as valid to the required level
INVALID	The email address has been confirmed as invalid
CATCHALL	The mail server accepts email for any addresses, so this particular address may be valid or invalid. The domain part is definitely correct. Mail sent to this address will not result in a hard bounce, but may result in a soft bounce. (Only available for Address Level validation)
GREYLISTED	The mail server uses an anti-spam technique that prevents a valid or invalid identification being made. Retrying the address a few minutes later may result in a more accurate result. (Only available for Address Level validation)
INCONCLUSIVE	The email address could not be confirmed as either valid or invalid due to an unexpected error.

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Email Type Identification

The Email Type can be identified and returned as part of the response, which indicates which of the following categories the email address falls into:

Type	Description
Personal	the address is the personal email address of the user at their company.
ISP	the address is provided by the user's ISP
Free	the address is provided by a free email provider such as Hotmail
Generic	the address is a catch-all address at a company, such as sales@example.com
Disposable	the address is provided by a disposable email provider. The address may be valid now but will not be valid soon after.

Smart Suggestions

The service can be configured to make suggested corrections to the email address. The below are examples of suggestions that can be made from the service:

Input	Suggestion
example'outlook.com	example@outlook.com
example@gmal.co.uk	example@gmail.com
example@outlook.co.k	example@outlook.com
example@hotmail	example@hotmail.co.uk