

Distinguish Between Active, Inactive & Fraudulent Email Addresses

You want to deliver your messages where they will count and stay away from the addresses that won't respond or will get you in trouble.

If an address hasn't shown a pulse in years, or creates submissions to dozens of websites but never opens a message, you know it's best to steer clear. On the other hand, mailing addresses that have opened messages recently get better results. But how do you determine which email addresses in your database to trust?

With TowerData's Email Activity Metrics (EAM), you can target legitimate, active emails and avoid risky or inactive addresses.

Powered by more than
6 BILLION HISTORICAL EVENTS
Email Activity Metrics include:

MONTH LASTOPEN

Spanning over 300,000,000 unique emails in the past 12 months, this data identifies active emails within your list. Sourced from trusted mailing partners, TowerData provides the month and year (in YYYY-MM format) we last saw the email "open." Match rates typically range from 30-40% for U.S. data.

DATE FIRST SEEN

TowerData witnesses billions of email transactions a year—it's a lot of data. Dating back to 2006, knowing the date (YYYY-MM-DD) we first saw an email address can drive fraud prevention algorithms by highlighting addresses that are newly created or with limited use.

LONGEVITY

This metric returns a score indicating when TowerData first encountered the given email address: never (0), within the last month (1), within the last year (2), or over a year ago (3). It is directly correlated with date_first_seen.

VELOCITY

How often has that email address been seen recently? Here we analyze an address' frequency of activity from inactive (0) to most active (10) in the past 6 months.

POPULARITY

How many other companies are seeing that email address?
The popularity metric calculates the number of sources from whom TowerData has seen the email within the past 12 months from no partners or sources (0) to most popular (10).

AVAILABLE VIA API or BATCH

Email Activity Metrics are available both in batch file processing or through our secure API. The API is super speedy with average response under 300MS. MD5 and SHA-1 hash welcome.

ONE-TWO PUNCH

Combined with TowerData Email Validation, EAM will set you up for smart re-activation campaigns and fraud prevention.

With hundreds of millions of email addresses in-house with full profiles and witnessing billions of email transactions a year, **TowerData is the source for all your email data needs.**

**Contact us today for your
free Email Activity Metrics report!**

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