

BAD EMAIL ADDRESSES ARE A MAJOR PROBLEM!



FRESHADDRESS

processed over 3 billion email addresses during 2019. One thing is for certain, bad email addresses aren't going anywhere. Here's a high-level look at the problems we found.

SPAMTRAPS

We found over 6 million problematic addresses.

This means that the average 1 million subscriber



contains >4,000 toxic email addresses!



TYPOS



We provided over 6,000,000 corrections for mistyped and malformed email addresses. Those with multiple ~~Ty~~~~e~~~~p~~~~o~~~~s~~ increased by 264% while email addresses missing the @ symbol rose by 200% compared to 2018.



DISPOSABLE ADDRESSES



Disposables rose by 187%. That's about

1,500 risky and low value email addresses

in the average 1 million record database.



FREQUENT COMPLAINERS

We detected a 126%  surge in frequent spam complainers or "squealers"  compared to 2018.

