

# 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 mistype and malformed email addresses. Those with multiple **Tyeposs**, increased by 264% while email addresses missing the @ symbol rose by 200%.



## DISPOSABLE ADDRESSES

Disposables rose of 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".

