

# Wall Street Daily Always-On Email Validation

## The Challenge

Wall Street Daily is a market-focused publication with income, technology, commodities, and politics interest categories. **Its daily newsletter goes out to more than 700,000 email subscribers**, an important channel for growing business. The health of their email list and the quality of their email sending reputation are top concerns.

Jon Kissane, E-Commerce Director for the organization, uses FreshAddress's SafeToSend email validation offering to ensure incoming email addresses are deliverable and free of spamtraps, honeypots, spam complainers, and other toxic recipients. But Kissane knows that email addresses change over time – **formerly good addresses are flagged bad at a rate of up to 6% annually**. He also wants to make sure that the organization's internal processes are truly working – removing addresses according to their internal bounce rules and ensuring unsubscribes and complaints are suppressed.

## The Solution

To keep his list clean, Kissane uses FreshAddress's 'always-on' email protection service, List Guard. List Guard provides ongoing protection from:

- Emails that become bad over time due to email recycling
- Known bad emails that slip through internal removal processes

Since subscribing to List Guard in August 2014, Kissane has received more than 70 automated alerts letting him know of issues with current addresses he's mailing everything from domains that no longer can accept email to spamtrap addresses. He's able to suppress the addresses before deliverability problems occur, and has the detailed findings he needs to advocate for improved internal systems.

"List Guard has introduced a solution for us to ensure data quality, and has opened the floor for a revamp of our entire reporting system on bounce records. We've been able to remove old records from our database and we're getting smarter every day," said Kissane.

Wall Street Daily has been very pleased with the results:

- Using both SafeToSend and List Guard, Wall Street Daily has seen the number of invalid email addresses in their database drop by 80%.
- Adding List Guard to SafeToSend bumped deliverability from 95% to 97%.
- Deliverability has stayed steady at 97% for the entire period of List Guard usage.

“Using List Guard, **we’ve found email addresses that have been on our list for about two years** and were never properly removed—these addresses have received around a thousand emails from us,” said Kissane. “It’s been able to prove that a lot of email addresses don’t work with our current bounce system.”

List Guard also flagged dozens of email addresses that had become spam traps. “List Guard found problematic email addresses in our list that we didn’t even know were there,” he said.

“As a publisher, we rely on our email list to engage our readers and grow our business,” Jon continued. “That’s why we engaged with FreshAddress in the first place, and it’s why so pleased they’ve introduced a tool like List Guard to ensure that our emails are always getting through.”

## About FreshAddress

FreshAddress, LLC. helps companies including 25% of the Fortune 100 and many of America’s leading nonprofits to clean, protect and grow their email databases to maximize revenue and donations. FreshAddress offers services including its SafeToSend® Deliverability Solution, patented Email Change of Address (ECO), and Postal and Email Appending. FreshAddress also provides customer lifecycle and optimization solutions. To learn more about the email database services offered by FreshAddress, visit [www.freshaddress.com](http://www.freshaddress.com)