

SafeToSend™ DELIVERABILITY SOLUTION

Check. Correct. Protect.

Did you know that most email deliverability issues stem from hygiene problems with the underlying list?

Exceptional Email Database Quality → Exceptional Email Marketing ROI

- You've invested heavily in customer acquisition campaigns... *but your newly acquired email addresses are bouncing*
- You've crafted a compelling call to action... *but your open and click-through rates are low*
- You adhere to best practices... *but your emails are being blocked and your sending domain is blacklisted*

FreshAddress's SafeToSend™ eliminates bouncing emails from your list, corrects millions of registration errors, and flags toxic email addresses for removal to make your email file **100% guaranteed deliverable**.

Three Steps to Safe, Deliverable Email Addresses

FreshAddress has analyzed billions of email address entries since our founding in 1999. SafeToSend™ utilizes this vast knowledgebase and our patented technology to ensure your email addresses are deliverable and worry-free.

The SafeToSend™ 3-step process:

- **Step 1: CHECK** each address to confirm the account is valid and available to accept email, using our proprietary algorithms and knowledgebase of confirmed undeliverable addresses and email address-specific activity
- **Step 2: CORRECT** typos, syntax errors, format issues, and millions of other input errors with our **patented** email address "spell-check" technology
- **Step 3: PROTECT** your database from damaging (but deliverable) addresses, including spamtraps, honeypots, frequent spam complainers, role accounts, disposable domains, bogus addresses, and malicious entries

Don't send another email unless you're sure it's SafeToSend™!

Whether you're an ESP, brand marketer, list broker/manager, or lead generation provider, optimizing your email database quality will translate into higher opens, click-throughs, and conversions – and ultimately higher profitability. Maximize your email marketing investment with SafeToSend™.

	SafeToSend™ Processing Options	Best Fit
Automated 24/7/365 Platform agnostic Simple integration	<i>Real-Time (REACT)</i> <ul style="list-style-type: none">- Turnaround time: Milliseconds- Cloud-based	Web-based forms; Web-enabled devices; CRM or POS systems
	<i>Auto-Batch:</i> <ul style="list-style-type: none">- Turnaround time: From minutes to hours	High frequency processing for off-line email collection and data entry
Full Service	<i>Full Service:</i> <ul style="list-style-type: none">- Turnaround time: Typically 3 business days	One-time runs or occasional runs; Specialized requirements; When human oversight is needed