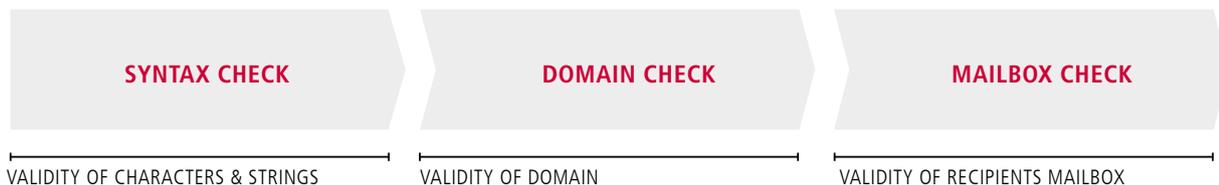# Uniserv email:
Email validation in real time

„Undeliverable", „Your message did not reach some or all of the intended recipients.", „Mail Delivery System – Undelivered mail return to sender." Do you ever find messages of this kind in your mailbox? Then it is high time to do something about the quality of your email address database. Nowadays, the email address is just as important as the postal address in communication between your company and your customers, suppliers, partners and other contacts. Particularly in the age of social media and digital identity, it has become an integral part of private and business communication. Correct email addresses are essential for reaching your existing and potential customers, suppliers or partners. Uniserv email supports you here.

SCOPE OF PERFORMANCE

Uniserv email immediately enables you to validate the correctness and deliverability of your email addresses simply and comfortably in real time. As a result, you dispense with the previous time-consuming research and manual correction. The deliverability of your email is verified in three standard steps, whereby you individually define which steps are to be implemented.

UNISERV E-MAIL-VALIDATION IN 3 STEPS

SYNTAX CHECK	DOMAIN CHECK	MAILBOX CHECK
VALIDITY OF CHARACTERS & STRINGS	VALIDITY OF DOMAIN	VALIDITY OF RECIPIENTS MAILBOX

▶ Syntax check: Is the address correctly formatted?
Irregular characters and character strings are compared on the basis of various RFC standards and detected by the syntax check. An error message is output e.g. in the case of two dots in succession or certain special characters in the address. The tool sounds the alarm even if e.g. a dot is detected as the last character before the @. This is only a small extract from the error list but includes typical syntactical errors in email addresses.

▶ Domain check: Does this domain actually exist?
The subsequent domain check validates the part of the email address after the @ character. This determines whether the domain exists and whether there is a mail server, i.e. whether the domain can actually receive emails. If the check of both test criteria is successful, the domain check is regarded as concluded.

◯ UNISERV

▶ Mailbox check: Can the email be delivered?

In the last step, it is checked whether the local part of an email address (i.e. the part before the @ character) exists on the respective mail server. You thereby verify that an email can be sent to the specified address without an error.

▶ Optional components

Do you wish to filter private email addresses or spam addresses out of your database? No problem. With Uniserv email, you simply compare the respective domain against selected sanction lists. We either provide you with a list of the most common freemail providers or an extensive list of email addresses which can only be used on a one-off basis or for a short time, so-called disposable email addresses. Group addresses such as an info@ or sales@ address are also recognized by the software. Always keep one step ahead and undermine attempts at fraud!

E-Mail undeliverable? Identify why.

Input	`john..smith@co.com`	`john.smith@cp.com`	`jon.smith@co.com`
Validation of the syntax	Syntax incorrect	OK	OK
Validation of the domain	OK	Domain incorrect	OK
Validation of Mailbox	Email undeliverable	Not checked	Email undeliverable
Freemailer	No	No	No
Typical group address	Not checked	No	No
Disposable email address	No	No	No
Error description	Two consecutive dots contradict the defined norms (RFC) for an email address format.	Domain is non-existent. Mailbox is no longer checked because in step one an error in the domain has already been identified.	User does not exist under this domain name.

ADVANTAGES

Deficient or incorrect email addresses can have far-reaching consequences: poor customer satisfaction, waste coverage in advertising campaigns or attempts at fraud through incorrect registration are just a few of many examples. Tackle the root cause of the problem with email!

No matter whether it concerns the entry of email addresses in CRM systems or the registration of a customer via a web form or an online portal, we support you at various points and tailor the solution to your individual requirements. We also facilitate integration in your existing system landscape. You either integrate Uniserv email in your company processes via a Web-Service interface - the tool supports most CRM and ERP environments - or you quickly and comfortably validate your email addresses record-by-record in the Internet via the SaaS portal of Uniserv in the cloud. Whatever solution you choose, your emails arrive safely with Uniserv email.