AtData
THE EMAIL ADDRESS EXPERTS

Major Quick Service Restaurant Reclaims Lost Revenue with Email Validation

The Challenge

For a globally recognized quick service restaurant chain, known for its widespread popularity, maintaining a clean and active email list on a large scale once posed a challenge. As the chain ventured into the digital realm with a mobile app and email marketing to engage more with its customers, it encountered a hurdle: coupon fraud.

Fraudulent activities, including fake accounts being created and invalid emails entered for free or discounted food, were causing major financial losses. Furthermore, the integrity of their email database was compromised, with an alarming 10-15% of emails being invalid and 2% flagged as fraudulent, which affected their promotional strategies and posed a potential risk to their growing digital infrastructure.

The Solution

Starting in 2015, the restaurant partnered with AtData, leveraging our SafeToSend® email validation solution to address these challenges head on. Recognizing the importance of maintaining a clean and authentic email database, AtData provided a multifaceted approach to tackle the chain's problem:

10-15%
invalid emails

2%
fraudulent emails
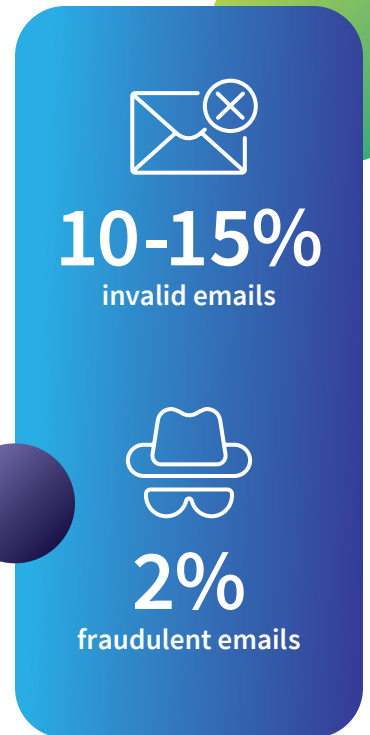
Real-time Email Validation

Integrating AtData's real-time API into the registration process confirmed that only valid and deliverable email addresses were accepted, which significantly reduced the potential for fraud.

Global Scale Implementation

Recognizing the effectiveness of AtData's services, the restaurant expanded the solution across five global regions, entrusting AtData with the validation of approximately 50 million emails annually.

Fraud and Risk Management

By identifying and eliminating risky or toxic emails, AtData has helped the chain preemptively address potential threats to their digital marketing campaigns and prevent financial losses.

About the Quick Service Restaurant

This giant has set the standard for digital innovation in the quick service restaurant industry. With a history of embracing technology to enhance the customer experience as well as operational efficiency, the organization has consistently demonstrated its commitment to staying at the forefront of the competition. Their early adoption of a mobile app and forward-thinking digital marketing strategies not only facilitated a seamless transition during the COVID-19 pandemic but has also positioned them as a leader in digital customer engagement.

Results & Benefits

- **Reclaimed Customer Connections:** Through AtData's email validation services, the chain saw a substantial decrease in invalid and fraudulent email registrations, enabling them to re-establish connections with genuine customers and reduce the financial losses associated with coupon fraud.

- **Enhanced Email Reputation:** The chain improved its standing with ISPs by safeguarding their email list integrity, leading to better email deliverability and engagement rates.

- **Scalability and Reliability:** AtData's ability to scale along with the chain's growth and provide reliable, real-time validation highlights the value of the collaboration in supporting the chain's objectives.

Conclusion

Through AtData's SafeToSend® email validation solution, the quick service giant has successfully mitigated risks associated with coupon fraud and invalid email submissions, reinforcing the foundation of their digital engagement strategy, and paving the way for future innovations.

Additionally, the partnership's success has laid the groundwork for further collaboration between the restaurant chain and AtData – exploring additional solutions to strengthen their digital infrastructure and customer engagement strategies, the chain is poised to continue its legacy of innovation and excellent customer service.

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☑ **Valid Email Address**

The AtData Difference

- The leaders in email address intelligence – with access to the most accurate and privacy compliant email-centric data solutions.

- Enhance your data strategy throughout the customer journey with our suite of services.

- Utilize the billions of monthly activity signals processed from our proprietary network.

- Succeed with our white glove support team.

Learn how AtData can help you improve email data integrity

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