



# Email Address Quality Score

**Turn your email address data into winning strategies for smarter, more effective marketing.**

Your digital marketing hinges on successfully reaching your audience — but also engaging the right segments of it. AtData's Quality Score helps identify higher value email addresses who are more likely to respond or buy, giving you a better picture of who your best customers are so you can better understand your current audience, identify potentially higher-converting prospects, and plan smarter.

Quality Score takes a proactive step further by evaluating and scoring each email address in your database, using advanced AI and machine learning, to assess their real value to your business. This means you can target your most promising contacts, leading to more effective campaigns, better reach, and increased sales.

AtData's Quality Score refines your approach to targeting by directing your attention to segments most likely to respond and convert. It's a key tool for your digital strategy, making every email you send, list you activate, and lookalike analysis you perform a step closer to increased engagement and successful campaigns.



## **Improve Response Rates**

Use the Quality Score to focus on email addresses that are more likely to respond, which can lead to more clicks and conversions.



## **Solve Email Delivery Problems**

Identify and target highly engaged users to make sure emails land in the inbox with an improved sender reputation.



## **Better Determine Lead Quality**

Assess how good your leads are from different sources to improve your lead generation and buying strategies.



## **Manage and Reactivate Dormant Lists**

Use Quality Score to decide which email addresses to re-engage and which to suppress, reducing risk and improving response rates.



## **Identify Lookalike Audiences**

With Quality Score trained on your data, identify prospects that most closely align to your best customers.

## The Benefits of Using AtData's Quality Score:

- **Better Activity Data:** Quality Score uses robust data to help you find and focus on users who are more active and likely to buy or act. Increase conversions and promote healthy engagement metrics.
- **Solve Delivery Problems:** Help sort out less effective email addresses from those more likely to open and click. Using our score, customers see higher core metrics and improved deliverability.
- **Diverse Sources:** Quality Score encompasses several billion monthly activity signals using data across a wide variety of sources, beyond the scope of just your one email service provider. Get a more accurate view of each email address and associated engagement level.
- **Simple Scoring System:** Quality Score simplifies and provides an easy-to-understand score with a clear 0-10 rating for each email address, indicating its value to your organization at a glance.
- **Wealth of Insights:** Combined with AtData's suite of email address intelligence tools, the Quality Score helps identify the most valuable email addresses from your validated, risk-free list. This is accomplished by assessing several factors:

**Engagement Level:** Measures interaction frequency, sources of activity, and overall digital footprint.

**Activity Patterns:** Provides insights into online behaviors, interests, and habits.

**Spending Behavior:** Identifies frequent purchasers, high-spend customers, and purchase categories.

**Data Quality:** Ensures the email address is current and active.

**Propensity:** Gauges likelihood of completing desired actions, like making purchases, donating, or signing up for services.

## Take Action

By incorporating Quality Score, target higher-performing email addresses more often and define the right methods and cadences to reach out to all score levels. Quality Score provides additional insight into the person using an email address. Evaluate the overall quality of an email address and better determine the real value to your organization.

## Learn how to start using Quality Score today

[atdata.com/quality-score](https://atdata.com/quality-score) | [emailexperts@atdata.com](mailto:emailexperts@atdata.com)



### Marketers and Digital Strategists

Tailor your digital marketing efforts with a deeper understanding of customer behavior and preferences.



### CRM/Database Managers

Elevate data quality and integrity, enriching your database management with in-depth customer profile insights.



### Retail and Non-Profit Organizations

Analyze purchase and product propensity categories for a fuller perspective.



### Affiliate Marketers and Lead Generation

Assess and improve lead quality for more effective lead generation strategies.