

Data Verification

Process Flow



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Step 1

Clients are provided with a secure login to an ftp site to upload the data to be verified



Step 2

This data is processed for cleansing to remove invalid and outdated data. The list is appended for missing data to complete the list



Step 3

A test email compliant with CAN-SPAM is sent out to this database to verify for authenticity. Hard bounced emails are removed from the database



Step 4

The filtered data is then tele-verified to ensure validity of the data



Step 5

Incorrect and obsolete data is removed from the database after double verification



Step 6

Verified data is uploaded back on the ftp site in .csv or .xlsx format for clients to access