

# Email Verification

Our B2B drills down to the personal level (B2B2C), so you not only see the company...but the specific employees and founders of that company - this was designed so that you could use these audiences for activation on paid ads with a super high match rate.

The first thing I want to bring attention to and look at is how we can continually optimize each use case.

For enhanced matching we collect a lot of different emails per single person (both deliverable and programmatic) and this can sometimes make it difficult to know how to verify an email or identity for the use case.

Inside column S - you will see the business email. This is what you can use for cold email.

Inside column T - You can see the verification tags. Now this is where some people get confused and can mess up deliverability. There is:

- Valid (Catch-all) \*This is typical catch all email status
- Valid (Digital) \*This means email is used in programmatic BUT may not be used in email sending
- Valid (Esp) \*This means we have received a signal from an email service provider that this email address is receiving and sending emails. This is the signal you want to focus on for cold email.

Finally, inside column V - you can see the date last seen. This can be updated weekly, monthly and quarterly. It really depends on the latest batch we process from the ESP providers.