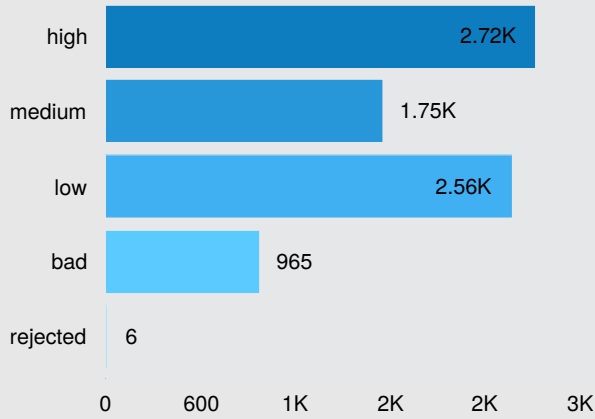
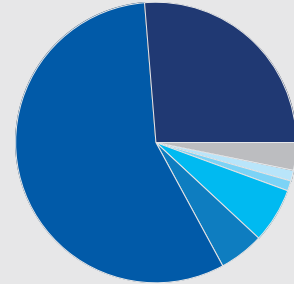


Overview



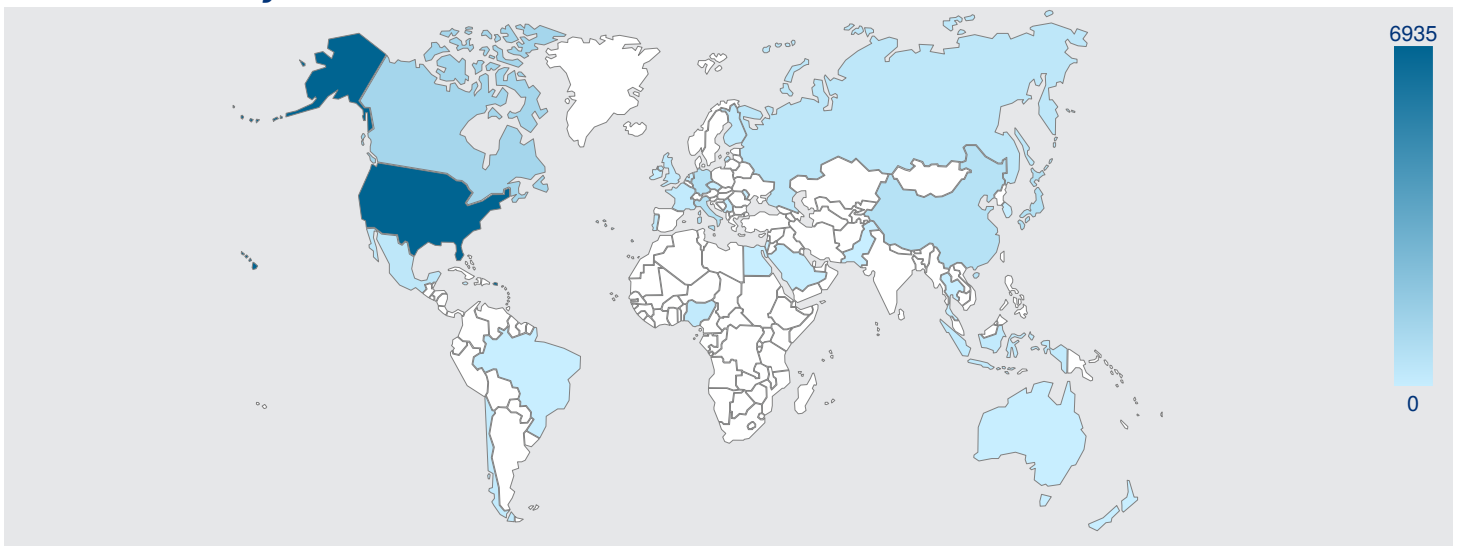
Groups



Group	Percentage	Count
Hotmail	26.29 %	2101
Yahoo	56.61 %	4524
Gmail	5.17 %	413
AOL	6.33 %	506
Cable	1.18 %	94
ISPs	1.24 %	99
Other	3.18 %	254

Name	devgotest_csv
Submitted	2016-06-16 20:32:56
Source File	devgotest.csv
Records	7997
Processed	7991 (99%)
Rejected	6 (0%)
Credits Used	7991

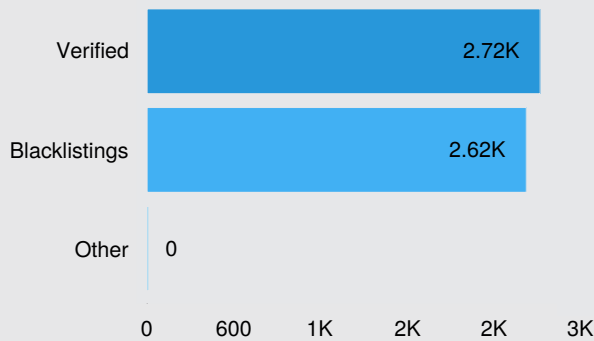
Distribution by IP



High Score

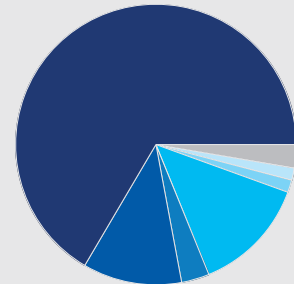
Thu Jun 16 2016

Overview



Total Records	2716
Verified	2716
Blacklistings	2617
Other	0

Groups



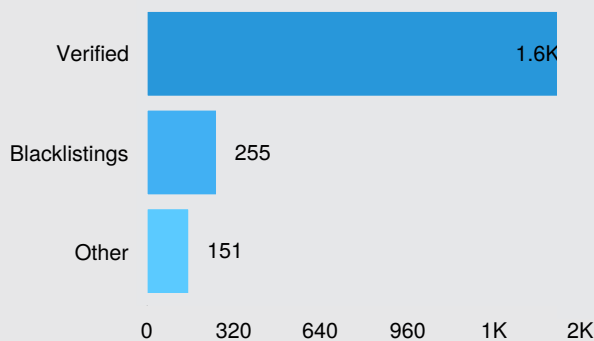
Hotmail	66.53 %	1807
Yahoo	11.41 %	310
Gmail	3.20 %	87
AOL	13.33 %	362
Cable	1.44 %	39
ISPs	1.40 %	38
Other	2.69 %	73

Group Summary

These records are believed to be high quality. You should be able to send to all of them.

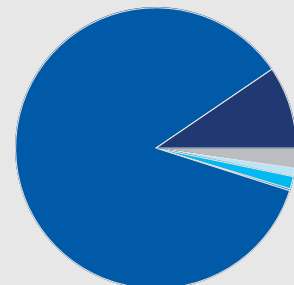
Medium Score

Overview



Total Records	1748
Verified	1597
Blacklistings	255
Other	151

Groups



Hotmail	9.50 %	166
Yahoo	85.58 %	1496
Gmail	0.23 %	4
AOL	1.43 %	25
Cable	0.11 %	2
ISPs	0.86 %	15
Other	2.29 %	40

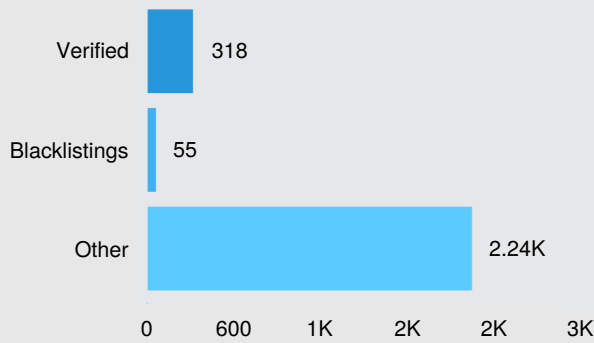
Group Summary

This group may include a portion of records that could not be verified due to the configuration of the remote mail server. Based on the data points provided, we believe the data is safe to mail. High bounce rates are possible on the unverified portion of this segment.

Low Score

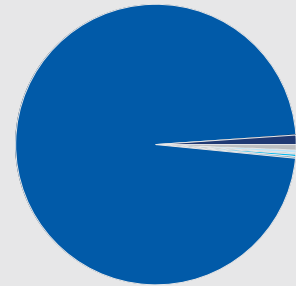
Thu Jun 16 2016

Overview



Total Records	2562
Verified	318
Blacklistings	55
Other	2244

Groups



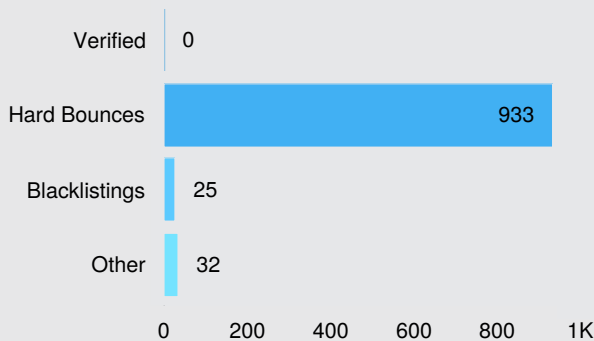
Hotmail	1.09 %	28
Yahoo	97.35 %	2494
Gmail	0.20 %	5
AOL	0.27 %	7
Cable	0.16 %	4
ISPs	0.31 %	8
Other	0.62 %	16

Group Summary

We believe this segment to be high-risk.

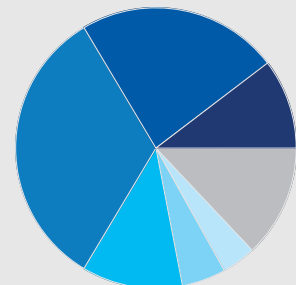
Bad Score

Overview



Total Records	965
Verified	0
Hard Bounces	933
Blacklistings	25
Other	32

Overview



Hotmail	10.36 %	100
Yahoo	23.21 %	224
Gmail	32.85 %	317
AOL	11.61 %	112
Cable	5.08 %	49
ISPs	3.94 %	38
Other	12.95 %	125

Group Summary

These records should be deleted from your database. The data itself is invalid and will most likely remain that way.

Scoring

Each record is scored individually. The maximum score varies based on the depth of the data provided and the number of fields that are included for processing.

High Score

These records are assessed to be those with the least risk to mailing reputation and the most likely to be real and to respond, although it is impossible to state with absolute certainty if the values in each and any field is correct, so we recommend applying further screening or analysis to the data as you deem necessary.

Medium Score

Medium scoring records achieve less than 50% of the maximum possible score. These records are likely to be less responsive than the high scoring records and have been assessed to contain some elements of risk, and we recommend treating it with caution.

Low Score

These records are most likely to be invented, manufactured, malicious or corrupt data. They will contain non-responsive and toxic data and have been flagged with multiple risk warnings.

Bad

Bad records may be rejected for various reasons including invalid or dead email address or recent incidence of hard bounce. These records should never be mailed. This section may include records which were not verified due to a job being canceled by the user or reaching a threshold where the majority of the records being analyzed were bad.

Verified

This segment includes records where a server response with a high degree of reliability has been received that an actual mailbox exists and will receive email.

Indeterminate

This segment includes records where it is not possible to obtain a server response with a high degree of reliability that an actual mailbox exists and will include domains where an active mail server exists but is acting as a "catch all". IE it will accept all mail along with black hole servers.

Hotmail Group

This segment includes records with @hotmail.com, @msn.com and @live.com and other known Hotmail/Outlook email addresses.

Yahoo Group

This segment includes records with @yahoo.com, @ymail.com and @rocketmail.com addresses. It is important to note that Yahoo protects their mail systems by keeping abandoned accounts alive for up to 8 months. A verified Yahoo group address therefore indicates the address is currently registered with Yahoo. It does not guarantee an active mailbox. Legacy Yahoo data which is 'verified' may result in higher than normal hardbounce rate. As of June 2014 ymail.com, rocketmail.com and y7mail.com will always be indeterminate.

Blacklisted

This segment includes records where we have received information that interacting with the mailbox may lead to spam complaints or other activity that will negatively affect your sending infrastructure. If a single-file output format was selected when processing the file it is critical that the following fields be taken into account when selecting which mailboxes to records with;

- subscriber_email_is_blacklisted
- subscriber_email_domain_is_blacklisted
- subscriber_signup_ip_is_blacklisted
- subscriber_signup_domain_is_blacklisted

The source file contained the following fields:

- **subscriber_email** - Email Address
- **subscriber_fname** - First Name
- **subscriber_lname** - Last Name
- **subscriber_signup_ip** - IP address from which the subscriber signed up
- **subscriber_signup_url** - The URL at which the subscriber signed up. e.g. <https://www.example.com/signup.aspx>
- **subscriber_signup_tstamp** - Time stamp of when the subscriber signed up. ISO Format e.g. "2014-01-31 16:34:55-5"

The output files contain the following fields:

- **key** - Email Address used as a Key in exports
- **subscriber_score_bucket** - Score Bucket (high,medium,low,bad)
- **subscriber_email_status** - Email Status (verified,hardbounce,indeterminate)
- **subscriber_score** - Score (higher is better)
- **subscriber_score_reason** - Score Reason
- **subscriber_email** - Email Address
- **subscriber_fname** - First Name
- **subscriber_lname** - Last Name
- **subscriber_signup_ip** - IP address from which the subscriber signed up
- **subscriber_signup_url** - The URL at which the subscriber signed up. e.g. <https://www.example.com/signup.aspx>
- **subscriber_signup_tstamp** - Time stamp of when the subscriber signed up. ISO Format e.g. "2014-01-31 16:34:55-5"
- **subscriber_email_is_blacklisted** - Does the email address appear in the blacklist? (1 = yes, 0 = no)
- **subscriber_email_blacklisted_reason** - The reason why the email address appears in the blacklist
- **subscriber_email_domain** - The domain portion of the email address. e.g. yahoo.com
- **subscriber_email_domain_is_blacklisted** - Does the domain at which the subscriber signed up appear in the blacklist? (1 = yes, 0 = no)
- **subscriber_email_domain_blacklisted_reason** - The reason why was the domain added to the blacklist
- **subscriber_signup_domain_is_blacklisted** - Does the domain at which the subscriber signed up appear in the blacklist? (1 = yes, 0 = no)
- **subscriber_signup_domain_blacklisted_reason** - The reason why was the domain added to the blacklist
- **subscriber_signup_ip_is_blacklisted** - Does the IP address from which the subscriber signed up appear in the blacklist? (1 = yes, 0 = no)
- **subscriber_signup_ip_blacklisted_reason** - The reason why the ip address was added to the blacklist
- **subscriber_email_domain_parked** - Is the domain of the email address parked? i.e. Is there no real website for the email domain
- **subscriber_email_domain_lawsite** - Is the domain of the email address possibly associated with a law firm
- **subscriber_email_count_seen** - A count of how many times this email address has been run through the system by all users
- **subscriber_email_has_online_profile** - Are there any accounts at a major online service associated with this email address
- **subscriber_email_has_greylis** - Does the domain for the email address use a 'greylis' service? see: <http://en.wikipedia.org/wiki/Greylis>
- **subscriber_signup_domain_parked** - Is the domain at which the subscriber signed up parked? i.e. Is there no real website for the domain. It may be expired, or just hosting a placeholder page
- **subscriber_signup_domain_lawsite** - Is the domain at which the subscriber signed up potentially associated with a law firm
- **subscriber_signup_ip_geo_country** - The country from which the subscriber signed up (only available if signup IP was provided)
- **subscriber_signup_ip_geo_region** - The region/state from which the subscriber signed up (only available if signup IP was provided)
- **subscriber_signup_ip_geo_city** - The city from which the subscriber signed up (only available if signup IP was provided)
- **subscriber_signup_ip_geo_zip** - The zip/postal code from which the subscriber signed up (only available if signup IP was provided)