

# Actionable Intelligence

Verify. Analyze. Predict.

According to Return Path, sending to invalid addresses, complainers, and spamtraps accounts for up to 83% of deliverability problems.

SiftLogic helps organizations improve their inbox placement and sender reputation—increasing the ROI of their email marketing spend. Working in real time, our secure technology verifies the deliverability of our clients' email records. And our scoring algorithms put a value on the engagement potential of those records.

Feature	SiftLogic	Benefit
Email verification	✓	confirms whether an email record is deliverable
Combinatorial scoring algorithms	✓	determine which records have the highest likelihood of responding and which addresses present a risk
Customizable platform	✓	allows clients to set their own scoring category thresholds and custom rules

## Higher response rates. Fewer bounces. Better sender reputation.

SiftLogic helps your organization extract business intelligence from your data—intelligence you can act on. What does SiftLogic call it?

### Actionable intelligence.

Contact us at [888.263.2495](tel:888.263.2495) or [sales@siftlogic.com](mailto:sales@siftlogic.com).

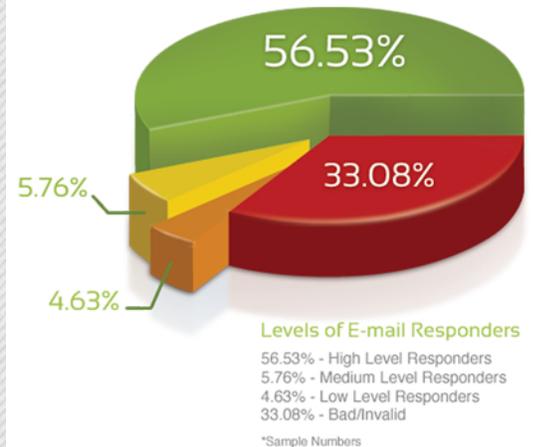


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## The SiftLogic Difference

SiftLogic offers customers an all-in-one email validation and scoring service. We use predictive engagement scoring—something that no other provider offers.

Our process categorizes your email records so you know whether a given email record (or group of records) is likely to respond to your marketing campaigns.



Our technology is the only one on the market that evaluates all data sets using combinatorial scoring algorithms. These algorithms determine which records have the highest likelihood of responding and which addresses present a risk.

Our system is customizable. SiftLogic's has built-in validators, rules, and blacklists, of course. But the technology allows clients to set their own scoring category thresholds and custom rules.

What sets us apart? We're a service company, not a technology company. Our goal is to deliver the data intelligence that maximizes your email marketing efforts. If you get higher engagement, then we've done our job.

*See technical specifications on reverse.*

# Technical Specifications

## SiftLogic's system was designed with security, performance, and interoperability in mind:

- » **Security.** We use industry-standard data protection and encryption techniques: every piece of data is tagged with a customer ID, no data is ever on web-facing servers, and we do not serve cached results.
- » **Accuracy.** Every record is evaluated independently and in real time.
- » **Scalability.** No performance degradation with multiple concurrent jobs.
- » **Ease of integration.** Automated batch processing, live feed, and real-time API (customizable according to customers' requirements).

## Our system integrates with:

- » Websites and e-commerce platforms
- » Live feeds, databases, and data warehouses
- » CRM and marketing automation platforms
- » Hosted and ASP email sending platforms
- » Analytics and reporting platforms

## Below are some of the key features of SiftLogic:

- » Individual field verification: Email, IP, URL, TimeStamp, Name, Gender, Postal Address
- » Cross-field validation: Name, Gender, Postal, GeoIP, and CAN-SPAM compliance
- » Heuristic pattern recognition for profanity, pornography, and keyboard strokes (3,000+ rules)
- » Back-propagation of data intelligence from ISPs, ESPs, and DNE lists

Our secure technology uses *predictive engagement scoring* (see table below).

Predictive Engagement Scoring		
Individual Field Validation	Combinatorial scoring	Heuristic Pattern Recognition
<ul style="list-style-type: none"><li>» Email verification</li><li>» IP authentication</li><li>» URL validation</li><li>» Domain verification</li></ul>	<ul style="list-style-type: none"><li>» CAN-SPAM compliance</li><li>» GeoIP location</li><li>» Name and gender mapping</li><li>» Postal address correlation</li></ul>	<ul style="list-style-type: none"><li>» Profanity</li><li>» Keyboard strokes</li><li>» Complainers</li><li>» Spamtraps and litigators</li></ul>

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