

## TowerData Real-Time Validation Web Services

Tackle data quality issues at the point of entry.

*Validating customer contact information protects your marketing investment, diminishes potential communication errors, and increases the integrity of your database.*

Obtaining customer information through your website is one of the best tools for building new business and retaining existing customers. TowerData's Real-Time Web Services improve data quality at the source and increase your ability to communicate with current and potential customers.

### Email Validation

Email Validation will make sure you capture accurate email addresses from your customers so you don't miss the opportunity to communicate with them. Invalid email addresses represent lost opportunities, poor customer service, and wasted time and money. Using the TowerData Real-Time Web Service, you can determine whether an email address is valid and receives email—without sending a message to it.

### Phone Validation

Phone Validation will increase the call success rates experienced by your sales people or call center, and it saves you time and money on post-collection data correction. By validating phone numbers at the point-of-entry, you can confidently respond to inquiries

immediately, resulting in increased conversion rates and higher customer satisfaction levels. This service also provides you with time zone, updated area code, and location information for the phone number entered.

### Easy Integration

Using SOAP (Simple Object Access Protocol), TowerData offers an open standard solution that is easy to integrate and is operating system neutral.

### Fast and Reliable

Backed by a cluster of load-balanced servers, you can be confident that TowerData Web Services will respond instantly, 24 x 7.

As data and technology experts, TowerData is the clear choice for real-time data quality. Our Email validation software, MxValid has been the industry standard for over four years. Accompanied by telephone validation technology, TowerData Web Services are reliable, fast, and accurate—making it your best choice for real-time data validation.

### Benefits and Features

- Improve the accuracy of your data
- Instantly identify invalid information
- Checks email syntax, domain, and mailbox validity
- Append time zone, city, state, lat & long to your phone records
- Catch data entry errors
- Increase your ability to contact your customers
- Prevent entry of false information
- Save time and money on post-collection data correction
- Easy to integrate
- Transparent software upgrades