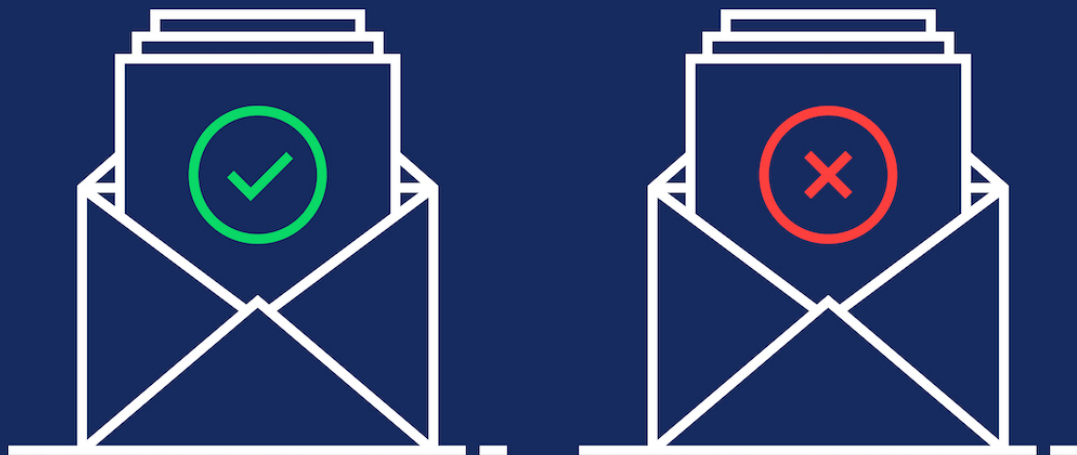


# Bulk Email Verification and Validation for 3 Cyber Threat Protection Use Cases

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Email validation is one of the most potent measures to ensure that digital marketers' messages get through to their intended recipients. But amid the rise in cybercrime and fraud, the practice has become more than that. Today, email validation is also a means for infosec professionals to vet senders to make sure that opening their messages won't lead to a compromise.

Email validation has also turned into a viable option for streaming service providers to prevent fake or fraudulent subscribers from gaining access to the content they're unauthorized to view. Amid this backdrop, organizations would do well to add [bulk email verification](#) to their standard business protocols. Here is why.

## What Is Bulk Email Validation/Verification?

Simply put, bulk email validation or verification is the process of running multiple email addresses through multiple tests in one go. The said addresses are checked in terms of syntax and formatting, to see if they have corresponding and correctly set up mail servers and inboxes, and others.

Unlike standard email validation, however, which lets users verify the authenticity and reputability of a single email address per query, bulk email verification can subject up to 50,000 email addresses through multiple checks at once. [Email Verification Bulk API](#) or [Email Verification Bulk Lookup](#) lets users upload a CSV, JSON, or XML file containing large email address lists for one-time validation.

## What's the Difference between the API and the Lookup Tool?

While both email verification solutions provide users with the same results, Email Verification Bulk API is ideal for heavy threat protection users that may want to integrate the product into existing systems or solutions for much faster processing in real time. It requires coding or programming knowledge on the user's part, though. For those interested, you may find more information in this [guide](#).

Email Verification Bulk Lookup, meanwhile, is ideal for heavy threat protection users who may have stricter security measures in place that disallow making API calls to external systems. It is also best for those who have little to no coding or programming experience as it is a web-based application.

### **3 Use Cases That Can Make the Most Out of Bulk Email Validation/Verification**

Practically all organizations stand to benefit from bulk email validation. But we listed three scenarios in which heavy users may find great advantage from bulk email verification below.

#### **1. Enhancing Protection Against Phishing and Spamming**

Cybersecurity experts can find value in bulk email verification tools in that those can help identify addresses possibly connected to malicious activity. Most cybercriminals, such as phishers and spammers, often hide behind disposable email addresses as an evasion tactic. In several instances, threat actors mimic the domains of reputable organizations in hope of tricking recipients into downloading malware-laced attachments or clicking on links to malicious websites.

Email Verification Bulk API/Lookup provides an additional layer of protection for network users in that it detects disposable email addresses. The solutions accurately identify messages coming from senders using known disposable email services such as Mailinator, 10MinuteMail, GuerrillaMail, and more than 2,000 other providers. The products also check email addresses for typical misspellings in popular domains that may figure in phishing emails.

#### **2. Protecting Copyrighted Content Against Fraud**

Streaming service and other content providers can also benefit from using bulk email validation tools. It is a well-known fact that everyone likes getting freebies. But some users sometimes go to extremes by taking advantage of freemium offerings. Instead of signing up for free trials once and then becoming paying subscribers, the more unscrupulous obtain disposable email addresses to

enjoy services free of charge over and over again. That causes a strain on the providers' bottom line.

Email Verification Bulk API/Lookup can be integrated into service sign-up forms to instantly filter out registrants who use disposable email addresses. The solutions can also detect fake email addresses (i.e., those that don't have corresponding mail servers and inboxes, have misspelled domains, and others), which reduces service abuse and, ultimately, fraud.

### 3. Ensuring Email Deliverability and Avoiding Blacklisting

Email marketing teams can rely on bulk email validation to [clean up their distribution lists](#) before a high bounce rate causes deliverability issues that could ultimately tarnish their reputation. Email deliverability can make or break any marketing campaign. No matter how good your campaign is, if your communications don't reach intended audiences, then you'll clearly miss the opportunity to make a sale. A [study](#) also cited domain and IP address reputation as a top factor why emails get tagged as spam. And as we know, spammers end up on the Internet authorities' blocklists — an unwanted repercussion for any reputable company.

Email Verification Bulk API/Lookup can verify if email addresses [have corresponding mail servers and inboxes](#), making sure that their messages don't bounce. The solutions check for the presence of necessary mail exchanger (MX) records and a Simple Mail Transfer Protocol (SMTP) connection via a built-in sending-emulation process. This process also prevents users from falling for spam traps that may ultimately land them on someone's blacklist.

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Heavy threat protection users can not only benefit from using [Bulk Email Verification API](#) and [Bulk Email Verification Lookup](#) to heighten their chances of increasing sales while protecting their online assets and customers but also do so with less effort and time.