



# Media Kit

[www.zerobounce.net](http://www.zerobounce.net)

**Score**  
**9/10**

### Email Validator

File Name	Status	Total	Valid	Invalid
November Newsletter.xlsx	Processing	57,766	45,668 (79%)	3,594 (6%)
Company Subscribers.csv	Complete	87,385	71,655 (82%)	4,842 (6%)
Email list.xlsx	Complete	62,629	53,234 (85%)	3,832 (6%)
July Newsletter.xlsx	Complete	54,712	42,668 (80%)	2,154 (5%)
Ebook Signup.csv	Complete	12,375		
June Newsletter.xlsx	Complete	52,486		

**79%**  
**Valid Emails**  
79% - 45,668

**Christy M.**

# Quicklinks



Are you a member of the media and need help with a story? **Reach out to our PR Director Corina Leslie at [corina@zerobounce.net](mailto:corina@zerobounce.net).**



**Liviu Tanase, CEO**



**Brian Minick, COO**

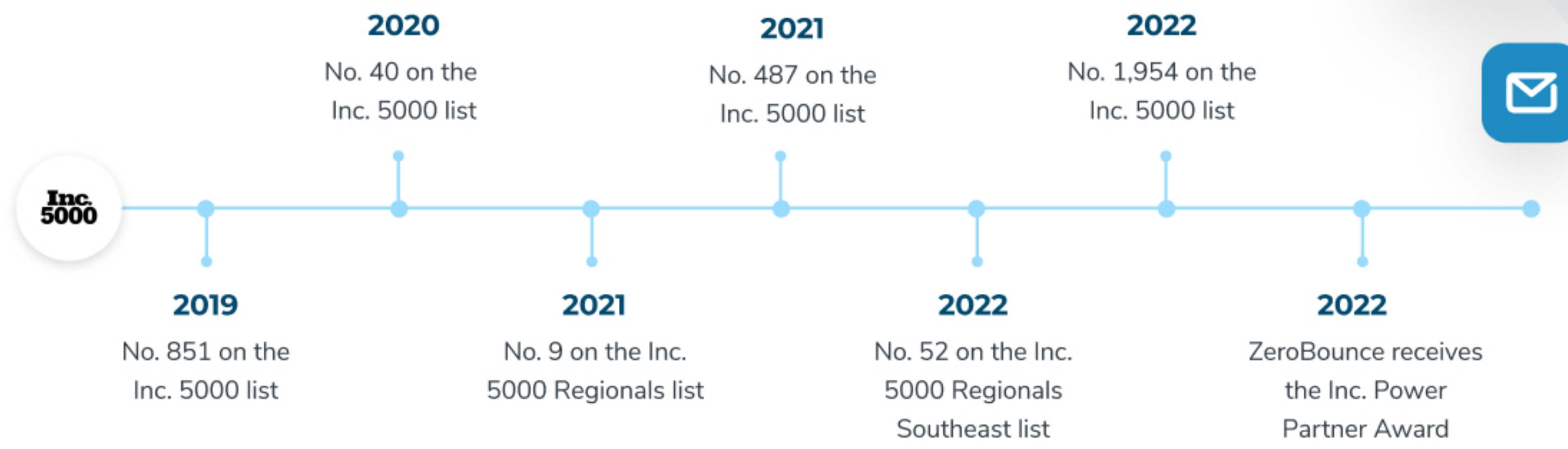



**Santa Barbara, CA**

## ABOUT US


# We're email junkies – in the best way

ZeroBounce is an email validation, deliverability, and email-finding platform trusted by more than 500,000 customers. A four-time Inc. 5000 honoree, ZeroBounce helps companies keep their data clean and land their emails where they belong: in the inbox.



 **30 Billion**  
Emails Validated

 **500,000**  
Customers

 **99.6%**  
Email Validation Accuracy

## WHAT WE DO

# What ZeroBounce Does

ZeroBounce helps companies land their emails in the inbox and improve the performance of their email marketing.

Email works best when it reaches real people, but around 25% of the average email list goes bad every year. Old or mistyped addresses lead to bounces, spam complaints, low engagement, and a weakened sender reputation. When important messages end up in spam, it's a real loss for any business.

ZeroBounce keeps email data clean and current so senders can reach their audiences with confidence. The platform's validation accuracy is guaranteed at 99.6%. But email validation is just the starting point. ZeroBounce also offers an entire suite of tools that support deliverability, protect reputation, and help emails consistently reach the inbox.





# Email Validation

Poor-quality email addresses hurt sender reputation and make it harder for emails to land in the inbox. ZeroBounce detects more than 30 types of risky or invalid email addresses and helps senders improve their inbox placement.

## Invalid emails

ZeroBounce identifies whether an email address is valid or not. Invalid addresses are the main cause of bounces, and removing them helps maintain a healthy domain reputation.

## Spam Traps

Using internal research and proprietary algorithms, ZeroBounce identifies email addresses associated with industry-wide blacklists. Hitting a spam trap can seriously damage sender reputation and derail an entire email campaign.

## Toxic Domains

ZeroBounce identifies domains linked to abuse, spam activity, and bot-generated email accounts. Removing them helps prevent fake sign-ups and ensures messages reach real people.

## Abuse Accounts

These users frequently mark messages as spam, which puts a sender's reputation at risk. ZeroBounce maintains a list of known complainers to help reduce spam complaints before they impact deliverability.

## Do-Not-Mail Accounts

ZeroBounce flags role-based emails (support@, info@, sales@, etc.) and domains that should not receive marketing messages. These addresses rarely engage and can negatively impact sender performance.

## Unknowns

ZeroBounce detects emails that can't be validated accurately. More than 80% of all "unknowns" end up being bad emails, but it's not always a permanent issue. ZeroBounce allows clients to re-validate these emails and doesn't charge for "unknown" results.

## Email Validation API

ZeroBounce offers an email validation API that helps prevent risky email addresses from entering a system in the first place. The API validates emails in real time, at the moment they're submitted through a website form, mobile app, or internal platform. This protects sender reputation and ensures companies collect accurate, high-quality data from the start.

## Catch-All Domains

Some domains accept all email, even when the addresses behind them don't exist. Identifying catch-all emails helps senders avoid unpredictable bounces and engagement issues that can affect inbox placement over time.

## Disposable Emails

ZeroBounce isolates temporary or throwaway email accounts that self-destruct quickly. Sending to these addresses often leads to bounces and wasted sends, making them risky for deliverability.



# Data Appending Services

In addition to improving email list accuracy, ZeroBounce offers data appending tools that add useful context to each contact. These insights help senders better understand their audience and run more targeted, relevant campaigns.

## Missing Data Appending

Along with cleaning a list, ZeroBounce can enrich it by appending missing details when available, such as a contact's name, gender, or location.

## IP Data Appending

ZeroBounce can also provide information about the IP address used during sign-up, including the country, region, city, and ZIP code of registration.

Both missing data and IP data appending are included at no additional cost as part of the email validation process.



Last Activity

**30**  
Days





## Activity Data

ZeroBounce's scoring partners help identify email addresses that have shown activity within the past 30, 60, 90, 180, or 365 days. For addresses with recorded engagement, the service returns a timeframe based on actions such as opens, clicks, forwards, or unsubscribes.

This insight helps senders prioritize subscribers who are more likely to engage and tailor campaigns accordingly.

Activity Data is an optional service, with each matched contact using one credit. It is included at no additional cost for all ZeroBounce ONE™ users.

**Activity Data**

**Last Activity**  
**60**  
Days

30

90

60

365



## Email Scoring

ZeroBounce's email scoring service uses a proprietary algorithm to assess the quality of an email address. It is particularly useful for evaluating catch-all emails and has been used by thousands of customers since its launch in 2018.

The tool combines multiple data points with statistical analysis to identify positive and negative patterns associated with a specific address. It returns a clear score that helps senders make smarter decisions around list hygiene, segmentation, and campaign targeting.

The scoring service rates email addresses on a scale from 0 to 10, with 10 indicating the highest quality.

The graphic features a central image of a man in a pink shirt. Surrounding him are several data-related icons: a purple square with three vertical bars, a white square with a colorful pie chart, a white square with a line graph, and a purple square with a line graph. In the bottom left, a white card displays 'Score 9/10' with a purple progress bar. In the bottom right, a white card displays 'Email Reachability & Interaction Insights' and 'ZeroBounce Score'.



# Email Deliverability Toolkit

ZeroBounce is more than an email validation service. Along with cleaning and enriching email databases, the platform offers a deliverability toolkit that helps senders understand and improve how their emails perform.

## Email Server Testing

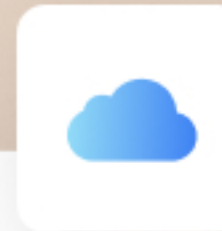
A mail server's configuration can have a major impact on whether emails reach the inbox. This tool runs more than 100 checks on a sender's mail server setup to identify issues early and give senders a chance to fix them before sending.

## Inbox Placement Testing

This tool helps senders see where their emails land before hitting "send." ZeroBounce provides 20 testing email addresses so users can check whether their campaigns go to the inbox, spam, or fail to deliver. Senders can adjust their content and settings until they achieve the best possible placement.

## Blacklist Monitoring

Being added to an email blacklist can damage deliverability. ZeroBounce scans more than 200 blacklists daily and alerts users if their domain or IP appears on one. The tool also provides contact information for each blacklist provider to help senders take action and request removal.



**Aol.**

**Placement Test Results**

- Inbox
- Spam**
- Not delivered





# Email finder

Email Finder provides professionals with valid business email addresses to support their outreach efforts. The tool uses ZeroBounce's 99.6% accurate email validation software to return the highest-quality results.

Users can look up an email address by entering a person's name and company domain. ZeroBounce does not use stored or cached email data. Instead, the system looks up email addresses in real time and tests every possible combination until it identifies a valid one.

This real-time approach helps reduce bounces, protect sender reputation, and maintain strong deliverability, setting ZeroBounce apart from email finders that rely on patterns or pre-stored contacts.

## Email Finder API

Companies that need to discover valid business email addresses at scale can integrate ZeroBounce's Email Finder API into their applications. The API uses the same proprietary technology as the Email Finder tool and verifies every result for accuracy. It supports teams that automate outreach, build contact databases, or manage large-scale lead generation workflows.



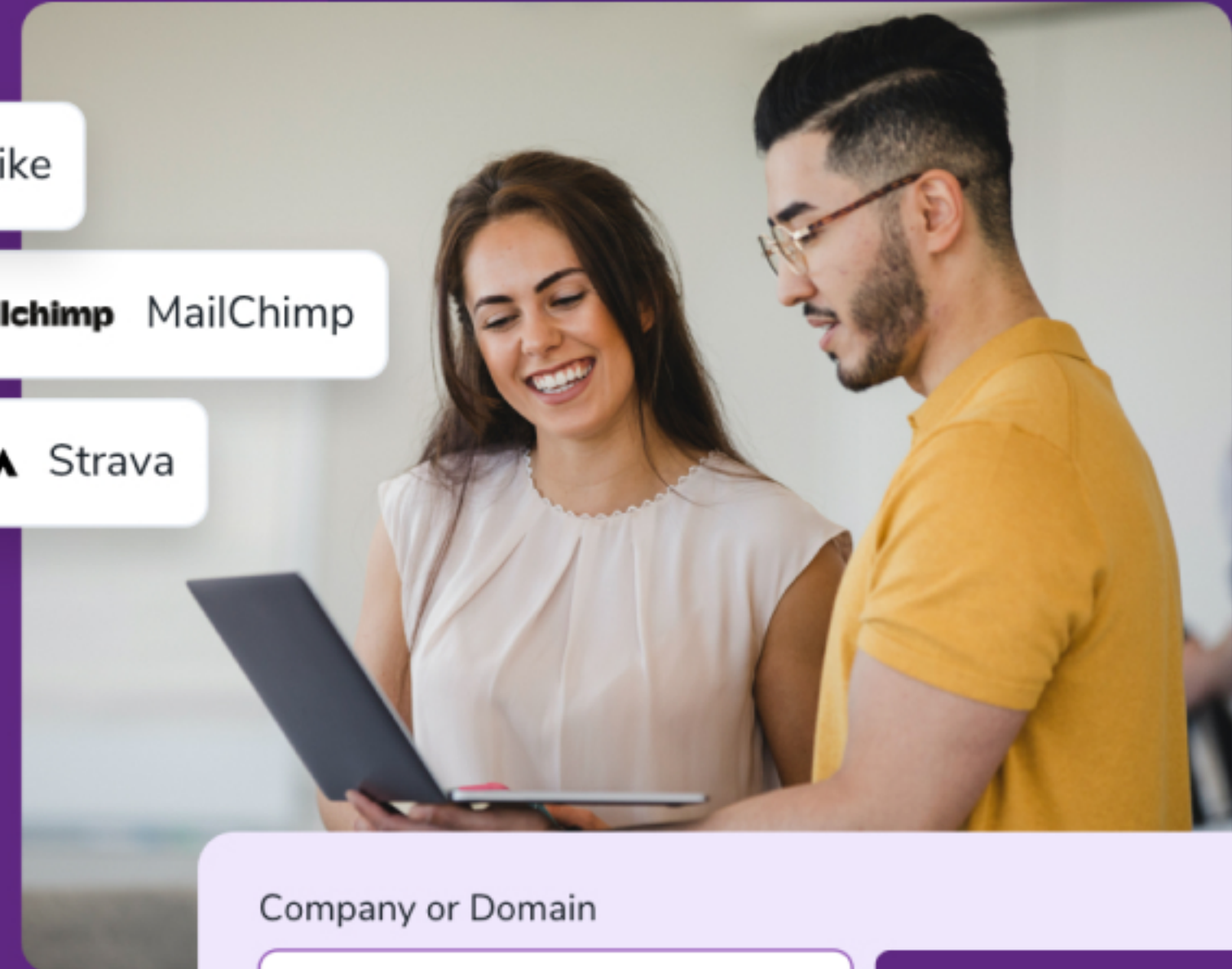
Nike



MailChimp



Strava



Company or Domain

company or company.com

Search

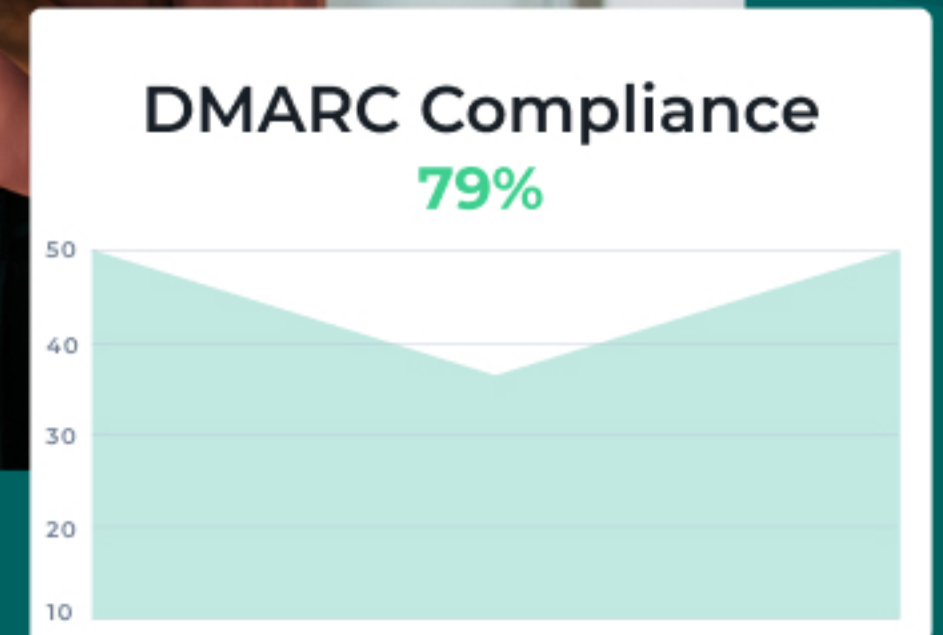


## DMARC Monitor

ZeroBounce's DMARC Monitor helps organizations keep track of their domain security and strengthen email deliverability.

DMARC, which stands for "Domain-Based Messaging Authentication, Reporting and Conformance," is an email authentication protocol that verifies whether messages come from a legitimate source. It plays a key role in preventing fraud and phishing attacks.

In February 2024, Google and Yahoo began enforcing stronger authentication requirements for mass senders. Companies now need proper DMARC alignment for their emails to make it past spam filters, and ZeroBounce's tool helps them monitor their status and stay compliant.





# Email Warmup

New email accounts often have little to no sending reputation, which increases the risk of emails landing in spam. ZeroBounce's Email Warmup tool helps senders establish a healthy reputation by gradually increasing email activity.

The tool builds trust with email providers through controlled sending and receiving of small volumes of emails and engagement, creating a natural usage pattern. Email warmup helps improve deliverability and prepares inboxes for consistent, large-scale outreach.



Overall Inbox  
Score

**85%**



# ZeroBounce ONE™

ZeroBounce ONE™ brings all of ZeroBounce's email deliverability tools into a single platform, allowing senders to manage email health without jumping between different platforms. It covers everything from list cleaning and data enrichment to inbox placement testing, blacklist monitoring, domain authentication, email warmup, and subscriber activity insights.

Instead of using separate tools, teams can handle all deliverability tasks inside one platform. ZeroBounce ONE helps teams work more efficiently and focus on sending emails that reach real people. The plan includes bundled credits and is a more cost-effective option than purchasing email validation on its own.

The dashboard is titled "Dashboard" and greets the user with "Hi, Jason Welcome back!". It features several key sections:

- Email Validation:** A sidebar widget with a "Validate" button and a credit balance of 837 credits.
- DMARC Monitor:** A central widget showing "Emails Reported: 55,985" and "DMARC Compliance: 99.8%". It includes a line chart for "Validated List" and "Blacklist Monitor" over a period from April 18, 2023, to April 23, 2023.
- Score:** A widget showing a score of 10 and a "Score New List" button.
- Quick Stats:** A section with a "Go" button and a "TOTAL VALIDATIONS: 204,392" metric.
- Usage:** A bar chart showing usage across months from March to July.
- Warmup:** A widget showing an "Overall Inbox Score: 85%" and a "Warmup Emails Sent" bar chart.
- Domain Scanner:** A list of domains with their last scanned times, including "example.com" (7:45am), "123.123.123.123" (7:42am), and "2001:db8::8a2e:370:7334" (7:36am).



# Data Protection at ZeroBounce

ZeroBounce is recognized as one of the most secure email validation platforms and uses the strongest security measures to protect customer data. From the moment a user signs up, all files and personal information are safeguarded with military-grade encryption.

ZeroBounce is compliant with GDPR, CCPA, and PCI standards and achieved HIPAA certification, allowing customers to securely process healthcare-related email data. The platform is also ISO 27001 and SOC 2 Type 2 certified and works with trusted cybersecurity partners to conduct ongoing penetration testing and risk assessments.



**SOC 2  
Type II  
Compliant**



**ISO 27001  
Certified**



**HIPAA  
Compliant**



**EU  
GDPR**



**Privacy  
Shield  
Framework**



**CCPA  
Compliant**



# ZeroBounce In A Nutshell

ZeroBounce is an award-winning email validation, deliverability, and email-finding platform trusted by more than 500,000 customers worldwide. Its email validation service, guaranteed 99.6% accurate, helps senders remove risky and obsolete addresses, reduce bounces, and protect their sender reputation.

Beyond validation, ZeroBounce offers a comprehensive deliverability toolkit that helps emails reach the inbox, Activity Data that highlights subscriber engagement, and an Email Finder that enables professionals to discover valid business email addresses for outreach.

To date, ZeroBounce has validated more than 30 billion email addresses and works with businesses of all sizes, from solo entrepreneurs to global brands such as Amazon, Disney, Netflix, and Sephora. The platform uses military-grade encryption and is GDPR, SOC 2 Type 2, HIPAA, and ISO 27001 certified.

In 2022, ZeroBounce founded Email Day (April 23), an international holiday celebrating the impact of email on communication. The date honors the birthday of Ray Tomlinson, the creator of email.



**Need data for your story? ZeroBounce Insights Studio is our editorial hub for original research on email, digital culture, and how people work today. Explore our latest reports and findings here.**



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