



“Millions of Dollars in Incremental Retail Sales”: BriteVerify Unlocks an Email List’s True Potential

“Since we launched with BV, we realize that 7% of our signups to The Club contain invalid emails before submission. . . . [this] equates to millions of dollars in incremental retail sales at our centers across the country.”

Director of Customer Relationship & Mobile Marketing
General Growth Properties

General Growth Properties, Inc. operates some of America’s most popular retail destinations. If you’ve ever spent a day at Ala Moana Center in Honolulu, Tysons Galleria near Washington D.C., Glendale Galleria in Los Angeles or Water Tower Place in Chicago, you know GGP’s properties are more than just shopping malls - they are carefully curated experiences. Movies, ice skating, and many other family activities entertain shoppers of all ages.

GGP’s offering is competitive - but so is the retail landscape. The company relies on a robust marketing program to attract patrons - and email is one of its most crucial marketing tools.

Email Marketing For Millions of Shoppers

The company’s email outreach program is called The Club. Millions of shoppers proactively sign up to receive promotions and discounts, while GGP retailers and restaurants benefit from the exposure and traffic. The Club sends targeted discount and event announcements based on factors like gender, age, and specific mall location. Members of The Club can even receive instant mobile offers inside the mall.

When customers register for The Club online, GGP obtains valuable data as well as permission from customers eager to receive its marketing messages. Everyone wins - unless, of course, the customer enters the wrong email address.

The Challenge: Bad Data Blocks Customers Relationships

While marketers can work around other types of bad data, invalid email addresses prevent contact entirely. GGP spends significant resources enticing shoppers to opt-in to The Club, so every invalid address is a missed opportunity. These customer want to receive GGP’s messages, but typo errors and malformed emails prevent the messages from ever reaching the inbox.



BATCH EMAIL LIST VERIFICATION

- **Fast:** On-demand self-service tools verify files in minutes, not days.
- **Safe:** Secure processing and file-sharing keeps your data safe.
- **Professional:** Need help? Our team of experts will ensure that your project runs with the utmost accuracy and efficiency.
- **Accurate:** 95%+ average delivery rate.

REAL-TIME VERIFICATION API

- **Fast:** Simple implementation and fast response times allow you to move at the speed of business.
- **Reliable:** Global infrastructure delivers highly reliable results at any volume.
- **Safe:** Secure transfer and response keeps your emails safe from prying eyes.
- **Accurate:** 95%+ average delivery rate.

Sending email messages to bad addresses also increases risk of being blacklisted by ISPs and anti-spam agencies. When bounce rates exceed allowable levels or typo-trap emails receive marketing messages, ISPs and anti-spam agencies may flag the sender as a potential spammer. With enough black marks on its record, a marketer may be blocked from the inbox altogether.

The Solution: Validating Emails Right From the Start

BriteVerify, an email validation solution, was integrated directly into The Club's registration form to help GGP get its data quality challenges under control. BriteVerify checks the shopper's email address when they sign up - a process called real-time verification.

After deployment, GGP found that 7% of registration forms contained invalid email addresses. BriteVerify guided users to correct their typo errors before going forward.

A Healthy Email List Reduces Risk and Grows Revenue

GGP's Director of Customer Relationship & Mobile Marketing points to two major BriteVerify benefits.

First, he says, "we are protected from having bad emails" in the GGP database - in other words, Spamhaus risk goes down. Second, GGP is able to immediately reach more people who want to hear from them. He notes that helping users correct faulty email addresses "has helped us in our efforts to grow the email database, which is a major goal of the marketing department."

GGP's improved email list drives business success. "If all 7% of those invalid emails are corrected," he says, it "equates to millions of dollars in incremental retail sales at our centers across the country."

Elevating The Customer Experience

There is one more BriteVerify benefit that is especially relevant to GGP: the system verifies emails on the front end rather than requiring customers to go to their inbox and click a confirmation URL. BriteVerify streamlines the sign-up process and reduces drop-off.

GGP knows the importance of elevating the customer experience, after all. Signing up for its premium email program should be a great experience, too.

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