



webbula

The Data Solutions Experts

emailHygiene JumpStart Learning Guide

webbula.com | 888.993.2285



Table of Contents



About Webbula	3
How to Get Started	3
How to Login	4
Navigation and Configure	5
Upload Tab	6
Dashboard Tab	6
Manage Credits Tab*	7
API / IP Tab*	10
Tutorial Tab	11
Help Tab	11
Profile	13
User Settings	14
Manage Users*	14
Account Settings*	14
Logs	15
File Requirements	17
Upload a File	18
Download Report	19
Understand Reports	20
Flag Categories	20
Sample Hygiene Report	21
Hygiene Section	21
Verification Section	22
Social Media Authentication Section	22
Domain Intelligence	22
Additional Resources	23
emailHygiene Sales Sheets	23
Contact Us	23
Follow us on Social Media	23

* Admins Only



Webbula Helps You Send More Confidently

Webbula is the undisputed industry leader in data quality technology. Our emailHygiene service identifies invalid data and mitigates delivery threats for email campaigns. Webbula has a proven track record of helping our customers navigate hazardous data quality obstacles and increase their return on investment.

Webbula pioneered and perfected emailHygiene, the ability to detect Spam Traps, and much more – all in pursuit of truth in data.

Webbula emailHygiene Portal

Webbula's updated and modern client portal is specifically designed to make our emailHygiene and verification solution easier to use and more intuitive. We've implemented additional features to make it easier for clients to access their reports and organize their archived data.

How to Get Started with emailHygiene

Before you run a file with Webbula emailHygiene, please review the steps and information indicated.

How to:

- ☐ Login
- ☐ Navigation and Configure
- ☐ File Requirements
- ☐ Upload a file
- ☐ Download Results
- ☐ Understand Reports

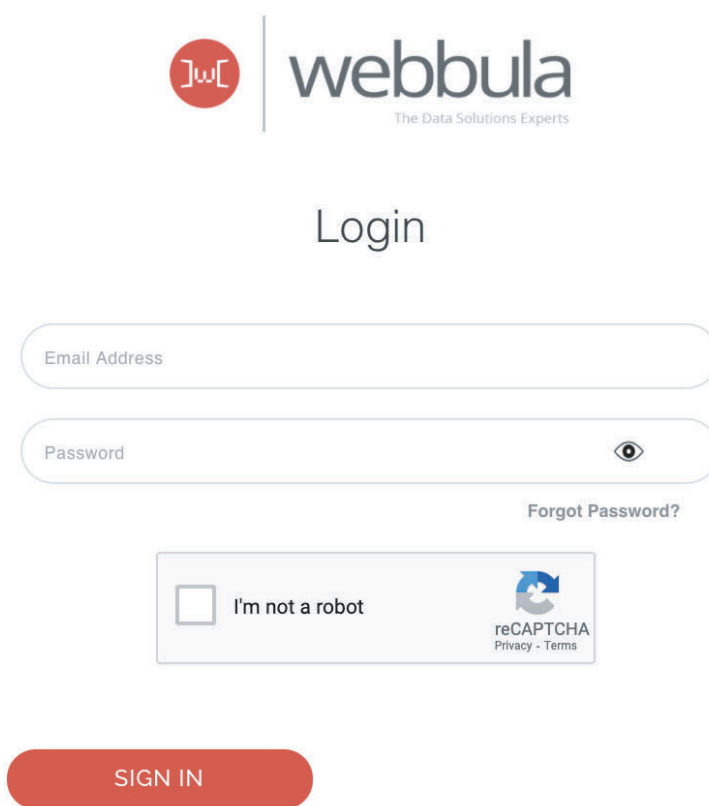
Questions? Don't know what you're looking for?
Contact support@webbula.com



How to Login

1. Go to <https://login.emailhygiene.com>
2. Enter your email and password

Your account credentials were sent by email from our support team when your account was created.



The image shows the Webbula login interface. At the top, there is the Webbula logo, which consists of a red circle with a white 'w' inside, followed by the word 'webbula' in a sans-serif font and the tagline 'The Data Solutions Experts' in a smaller font. Below the logo, the word 'Login' is centered. There are two input fields: 'Email Address' and 'Password'. The 'Password' field has an eye icon to its right. Below the 'Password' field, there is a link that says 'Forgot Password?'. Below the 'Forgot Password?' link, there is a reCAPTCHA widget. The reCAPTCHA widget has a checkbox labeled 'I'm not a robot' and the reCAPTCHA logo with the text 'reCAPTCHA Privacy - Terms'. At the bottom of the form, there is a red button labeled 'SIGN IN'.

webbula
The Data Solutions Experts

Login

Email Address

Password

[Forgot Password?](#)

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

SIGN IN

Navigation and Configure

Once you log in, you will automatically be on the dashboard screen. Take a look at the navigational options as shown in the screenshot in Figure 1. Review the number call-outs to navigate and configure the portal.

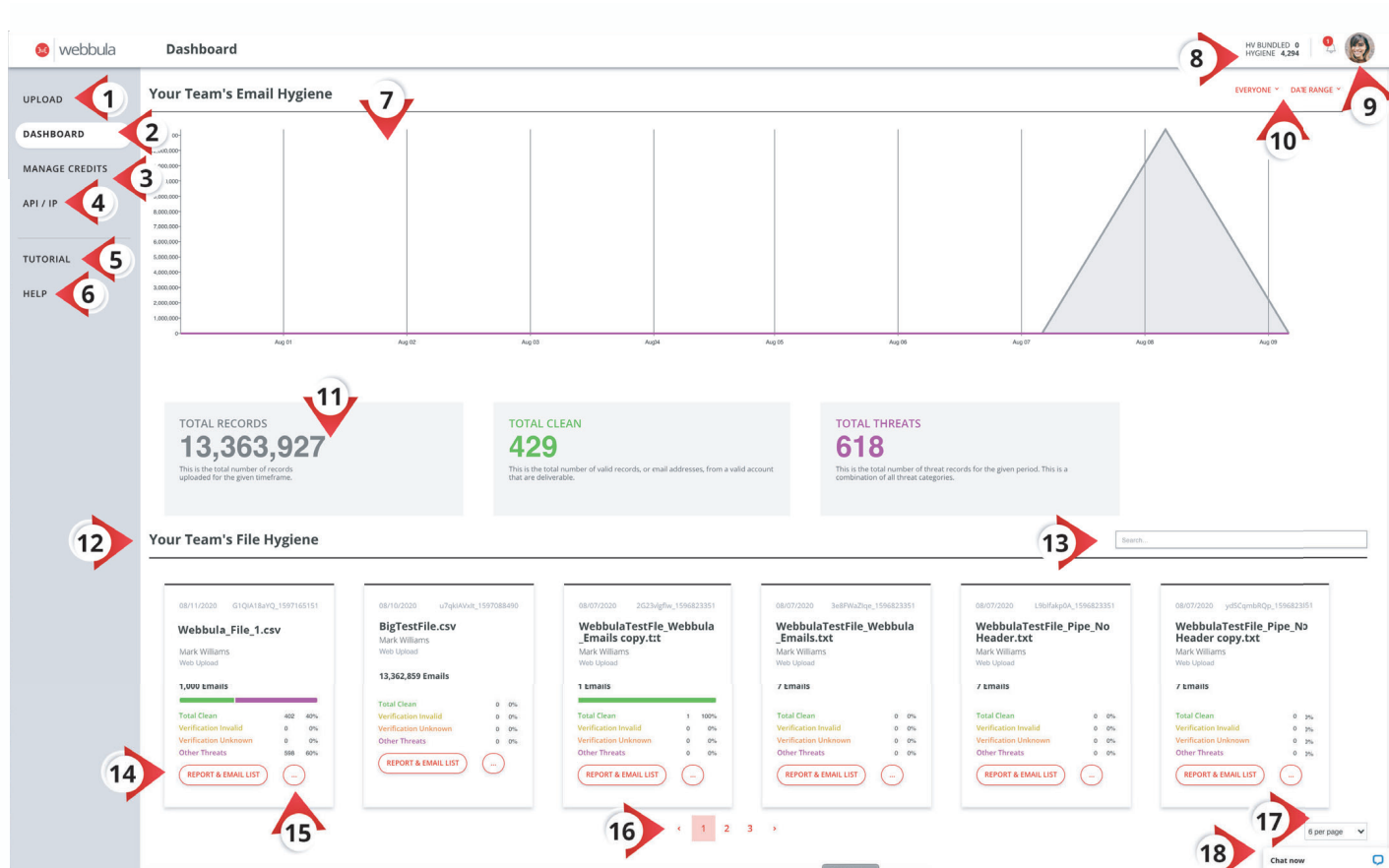
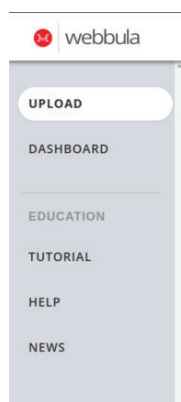
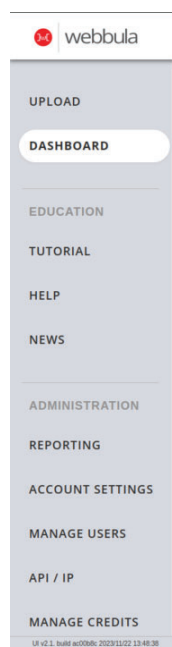


Figure 1

Navigation Pane



User: Upload, Dashboard, and education section, which includes: Tutorials, Help, and News

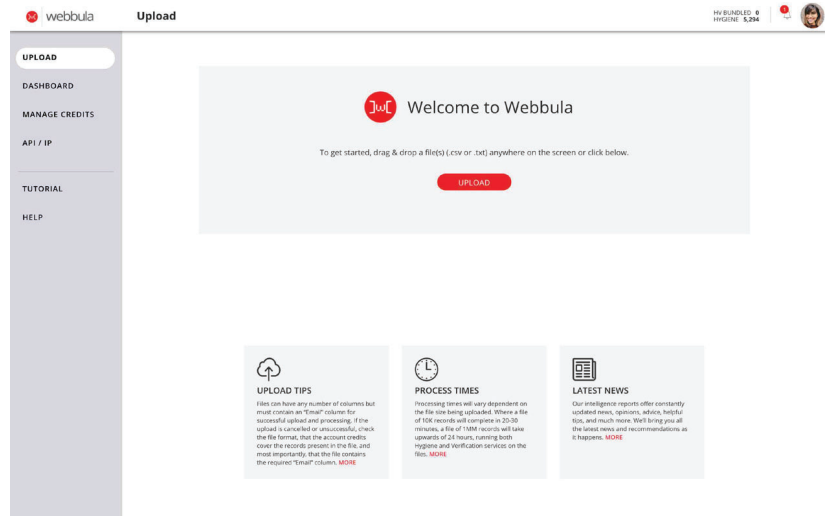


Admin: Upload, Dashboard, the education section, which includes: Tutorials, Help, and News. The Administration Section includes: Reporting, Account Settings, Manage Users, API/IP, and Manage Credits

1. Upload Tab

From here you can click the "Upload" button or drag and drop a file(s) anywhere onto the screen. See the upload a file section to learn more. Once your file(s) have been uploaded, you will be redirected back to the dashboard screen.

Upload tips, process times, and the latest emailHygiene news are also available on this tab.



2. Dashboard Tab

The first screen you see when you log into the emailHygiene portal. Here you will see your team's file activity chart broken down into total records, total clean, and total threats.



Scroll to the bottom of the screen, and find a breakdown of each file your team members have uploaded and download options. If you're searching for an older file you may search based on **file name only**.

Your Team's Files				
<div>Today 10:00AM EDT / 10:00AM EDT</div> <div>Test_File_1.csv</div> <div>Webbula User 1</div> <div>Web Upload</div> <div>7 Emails</div> <div>Total Clean: 0 0%</div> <div>Verification Cleaned: 0 0%</div> <div>Verification Downloaded: 0 0%</div> <div>Other Threats: 0 0%</div> <div>REPORT & EMAIL LIST</div>	<div>Today 10:00AM EDT / 10:00AM EDT</div> <div>Test_File_2.csv</div> <div>Webbula User 2</div> <div>Web Upload</div> <div>1,000 Emails</div> <div>Total Clean: 0 0%</div> <div>Verification Cleaned: 0 0%</div> <div>Verification Downloaded: 0 0%</div> <div>Other Threats: 0 0%</div> <div>REPORT & EMAIL LIST</div>	<div>Today 10:00AM EDT / 10:00AM EDT</div> <div>Test_File_3.csv</div> <div>Webbula User 3</div> <div>Web Upload</div> <div>1,000 Emails</div> <div>Total Clean: 0 0%</div> <div>Verification Cleaned: 0 0%</div> <div>Verification Downloaded: 0 0%</div> <div>Other Threats: 0 0%</div> <div>REPORT & EMAIL LIST</div>	<div>Today 10:00AM EDT / 10:00AM EDT</div> <div>Test_File_4.csv</div> <div>Webbula User 4</div> <div>Web Upload</div> <div>1,000 Emails</div> <div>Total Clean: 0 0%</div> <div>Verification Cleaned: 0 0%</div> <div>Verification Downloaded: 0 0%</div> <div>Other Threats: 0 0%</div> <div>REPORT & EMAIL LIST</div>	<div>Today 10:00AM EDT / 10:00AM EDT</div> <div>Test_File_5.csv</div> <div>Webbula User 5</div> <div>Web Upload</div> <div>7 Emails</div> <div>Total Clean: 0 0%</div> <div>Verification Cleaned: 0 0%</div> <div>Verification Downloaded: 0 0%</div> <div>Other Threats: 0 0%</div> <div>REPORT & EMAIL LIST</div>

In the top right corner, view your credit balance, and profile settings.

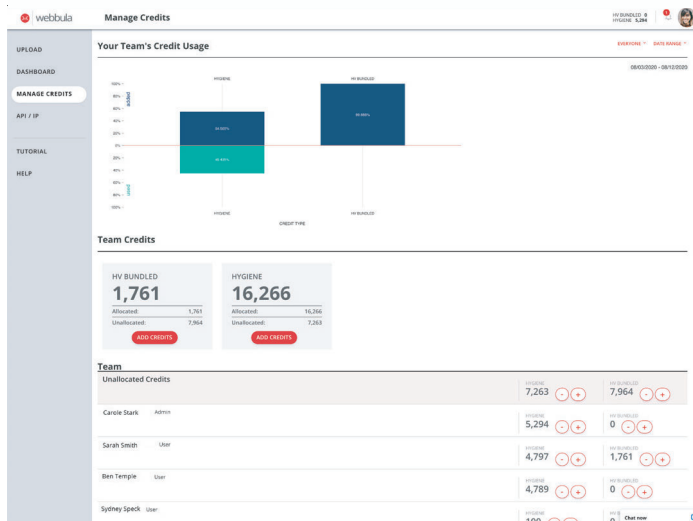
HV BUNDLED
HYGIENE 80,703
13,000



3. Manage Credits Tab*

See past credit usage and your team's current credit balance by the user in the top graph. Transfer credits to other users and admins, and purchase more credits.

*Note: This section does not apply to **pay as you go** accounts.*



Add credits to your account: Admins can purchase credits to their HV Bundled or Hygiene plans without talking to a Webbula representative.

1. Scroll down to the Team's Available Credits
2. Click ADD CREDITS and a card will popup asking for you to choose the number of credits you'd like.
3. Once the number of credits is selected it will calculate your price and you would click SELECT.
4. At this point you can confirm your number of credits and the cost. Enter your name and credit card number and hit BUY CREDITS.
5. That's it! You'll receive an email receipt.

Your price per credit will appear below. Check out the rate card if you want to see the price per credit with tier ranges.

Click "select" when you've chosen your appropriate credit amount.

Confirm the credit details on the next screen and add your payment information.

Confirm Credit Details

HV BUNDLED

ADDITIONAL AMOUNT

+250,000

NEW TOTAL

1,306,718

Price

\$2,250.00

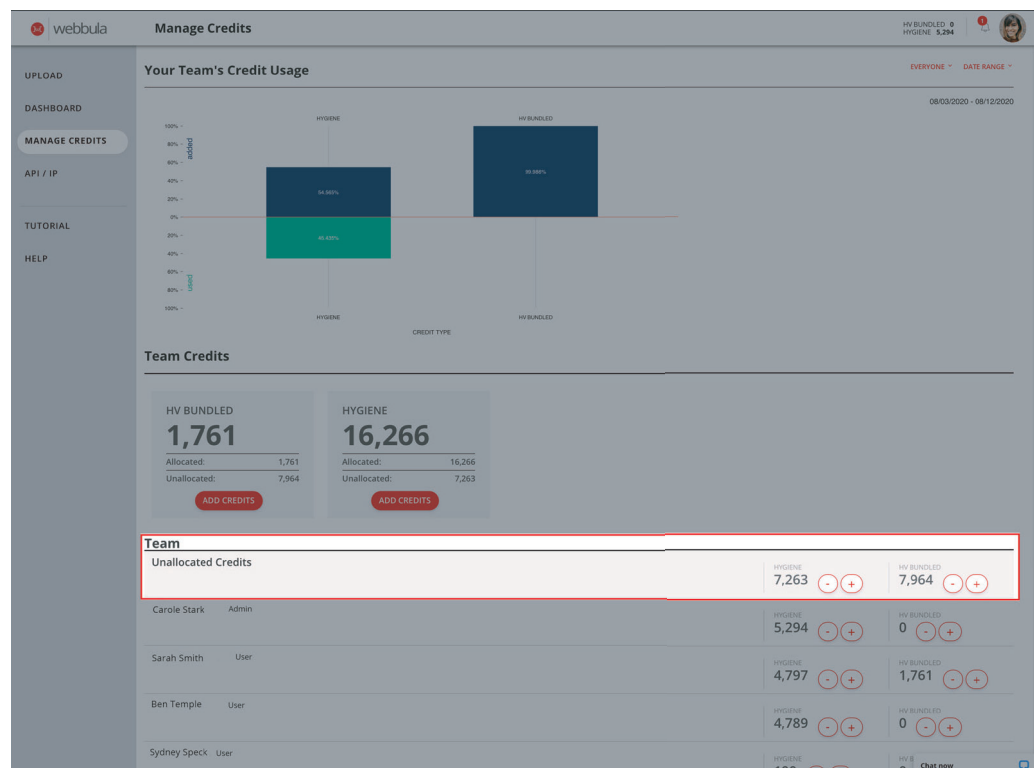
FIRST NAME LAST NAME

CARD DETAILS

CANCEL

BUY CREDITS

Note: When an admin purchases credits, the credits go into an 'unallocated' account until they are transferred to a user or admin.



Transfer your credits: As an admin, you can add or remove credits from the unallocated credits area, and to the users on your team.

Add credits to other accounts: Click the “+” button to the user you wish to add credits to. Specify the amount by typing it in or choosing from the options listed. Choose where you want to take the credits from under the “Transfer Source” dropdown.

HYGIENE 2,264 HV BUNDLED 70,959

+

TRANSFER SOURCE

Select User

CHOOSE SOURCE WITH ENOUGH CREDITS

TRANSFER CREDIT AMOUNT

0

+100 +500

+1000 +5000

TRANSFER CREDITS

HYGIENE 5,000 HV BUNDLED 7,583

+

Remove credits from accounts: Click the “-” button for the user you wish to delete credits from. Specify the amount by typing it in or picking from the options listed. Choose where you want to place the credits under the “Transfer Destination” dropdown.

HYGIENE 500 H' 5

- +

TRANSFER CREDIT AMOUNT

0

-100 -500

-1000 -5000

TRANSFER DESTINATION

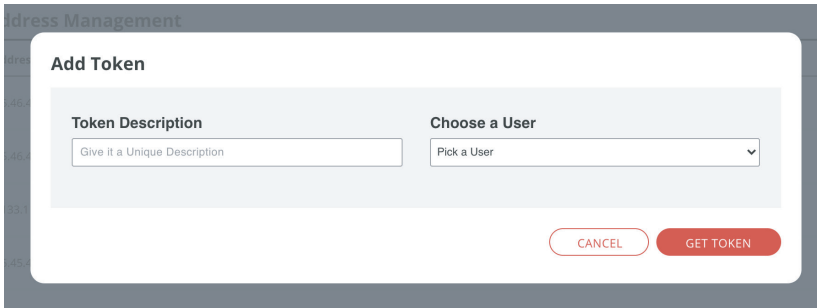
Select User

TRANSFER CREDITS

4. API / IP Tab*



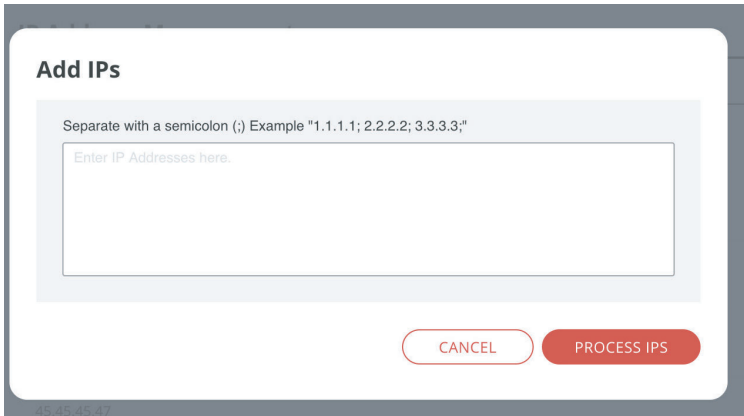
Add API Tokens: Click “Add API token”, create a description, and assign an admin or user to it.



Remove API Tokens by clicking the “delete” button next to the token you wish to delete.

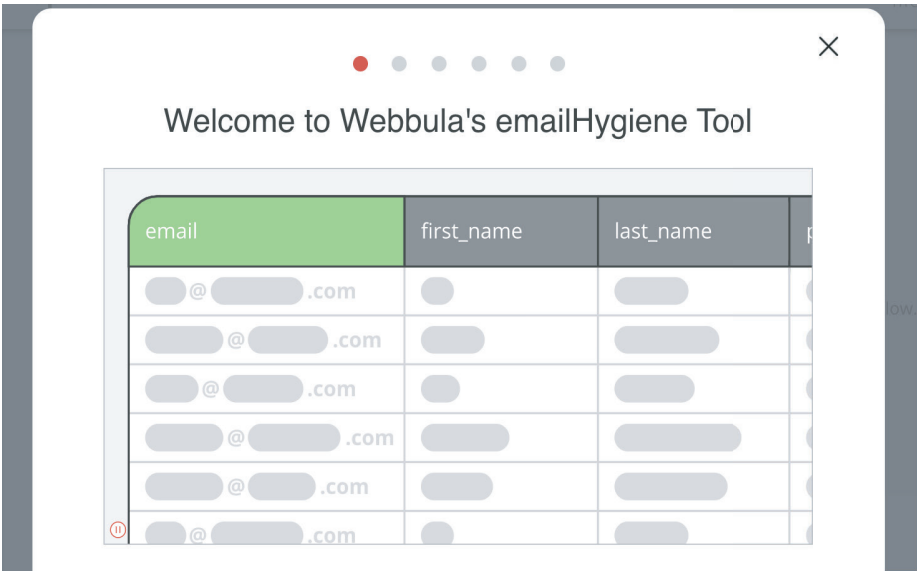
Add IP Addresses: Click “Add IP”, and begin to type in your IP addresses you’d like to add; multiple IP addresses can be entered as a semicolon-separated list.

Remove IP Addresses by clicking the “Delete” button next to the IP address you wish to delete.



5. Tutorial

A quick video tutorial takes you step-by-step to navigate through the portal, and how to upload and download a file.



6. Help Tab

Visit the Help tab if you're having trouble finding what you need within emailhygiene.com. Learn where to reset passwords, create an API tokens, manage IP addresses, why your files failed during the upload process, and more.

Still can't find what you're looking for after searching through the Help tab? Our support team is available on LiveChat or email us at support@webbula.com.

webbula

Help

HY BUNDLED 0
HYGIENE 5,294

UPLOAD

DASHBOARD

MANAGE CREDITS

API / IP

TUTORIAL

HELP

Frequently Asked Questions

What can we help you with?

Type your question here

?

Still have questions? Contact us with the LiveChat options below or email us at support@webbula.com

Why are my data files unavailable? (Data Retention Policy)

Webbula's data retention policy states that any data files from its customers will automatically be deleted after seven (7) days of the files' creation date.
While the data file (insert.csv) will be deleted, customers can still download the emailHygiene report (report.xls) as well as view reports in the user interface. A record of the data file's automatic deletion is also recorded in the account logs.
By default, Webbula will retain your data files for 7 days. You shorten the timeframe in the [account settings in your profile](#).

Why was my upload cancelled? (No Fields Defined)

A file will be cancelled if it lacks a email column.
Files can have any number of columns but at minimum must contain one -- and only one -- columns for emails with the proper column label.
The proper column header for the emails is "Email".

How long does it take to process a file?

Records	Time Period
1MM Records	24 Hours
500K Records	12 Hours
250K Records	6 Hours
100K Records	2.5 Hours
10K Records	20-30 Minutes

Note: These times reflect running both Hygiene (Spam Raps, Moles, Bots) and Verification (Bounces)

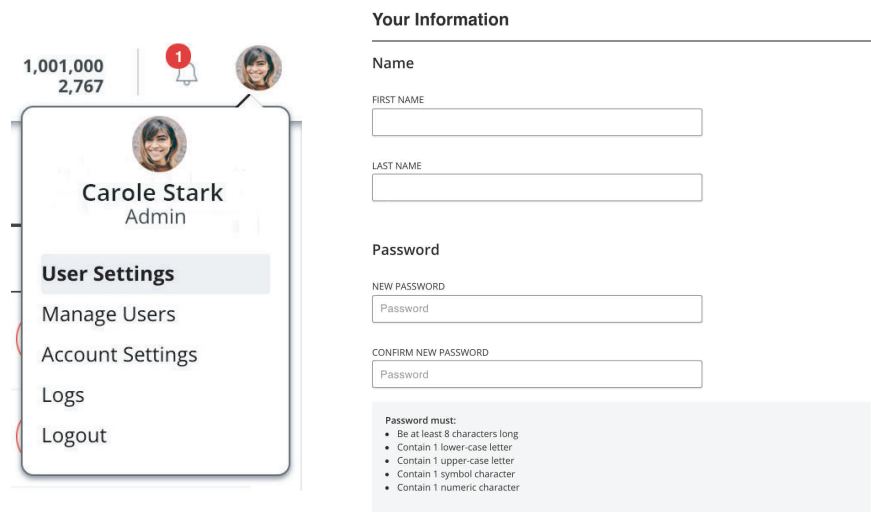
What are the required fields in a file?

The only required column for a EmailHygiene file is the Email Address ("Email") and it can be positioned anywhere in the file. Other columns are acceptable but each file must contain a Email column.

Information you can find in the Help Center.

How do I reset my password?

1. If you forget your password when trying to login, you can reset it by clicking “forget password” on the login screen.
2. You may also reset your password at any time from your account profile screen.
 1. Click on your profile image.
 2. Click “User settings”.
 3. Begin to change your password.



Your Information

Name

FIRST NAME

LAST NAME

Password

NEW PASSWORD

CONFIRM NEW PASSWORD

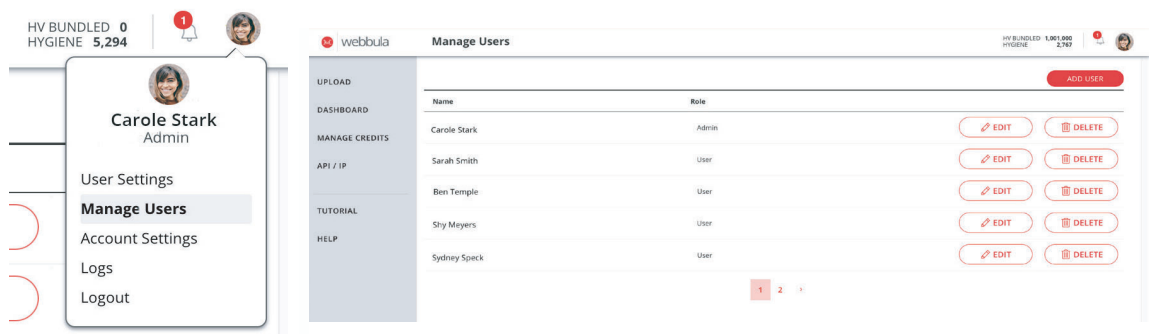
Password must:

- Be at least 8 characters long
- Contain 1 lower-case letter
- Contain 1 upper-case letter
- Contain 1 symbol character
- Contain 1 numeric character

How do I reset the password of another user? *

As an administrator, you can reset your user’s passwords by:

1. Clicking your profile image in the upper right corner of the screen.
2. Click “Manage Users”.
3. Click “edit” next to any user you’d like to change the password for.



webbula Manage Users

UPLOAD

DASHBOARD

MANAGE CREDITS

API / IP

TUTORIAL

HELP

Name	Role	
Carole Stark	Admin	EDIT DELETE
Sarah Smith	User	EDIT DELETE
Ben Temple	User	EDIT DELETE
Shy Meyers	User	EDIT DELETE
Sydney Speck	User	EDIT DELETE

1 2

7. Team Activity Chart

The files you and your team have uploaded are shown on this chart.

8. Credit Balance

Your credit balance is broken down into HV bundled and Hygiene depending on what plan per file you chose during the signup process.

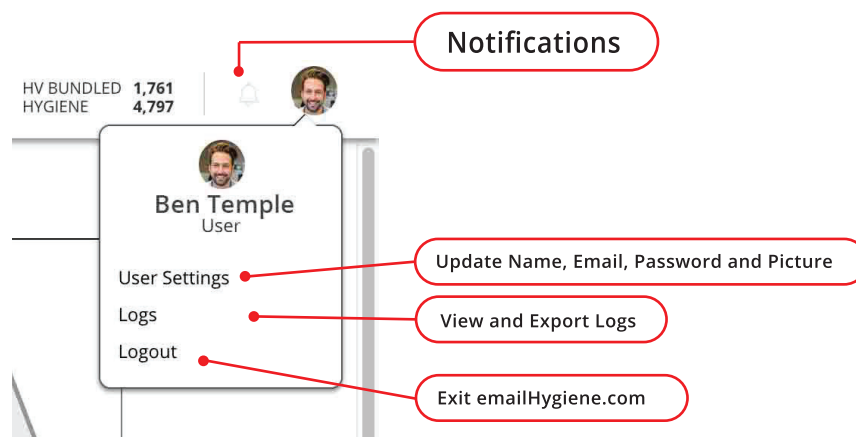
Note: If you have a pay as you go plan, you will only see "Unlimited".

9. Profile/Notifications

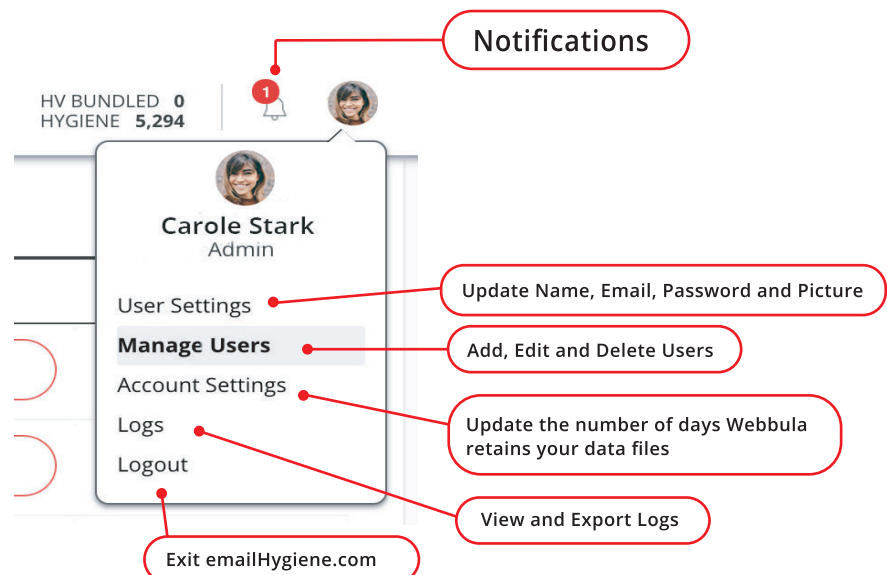
If you or a member has a failed file, or low credits, you will be notified with a numbered alert under the notifications icon.

Hover over your profile picture, and you will find:

User Profile Settings: User Settings, Logs, Logout.



Admin Profile Settings: User Settings, Manage Users, Account Settings, Logs and Logout of your account.



Profile Setting Breakdown

User Settings

Change your password, and profile picture.

Manage Users*

Add, edit, and delete users. When click “Add User” fill out the new user details.

Name	Role	
Carole Stark	Admin	EDIT DELETE
Sarah Smith	User	EDIT DELETE
Ben Temple	User	EDIT DELETE
Shy Meyers	User	EDIT DELETE
Sydney Speck	User	EDIT DELETE

Account Settings*

Update the amount of days Webbula retains your data files. Manage your credit limit warning and other account notifications.

Credit Type	Low-Level Warning
HYGIENE	4
HV BUNDLED	100

Notification Control

☐ Disable "Limit Warning" notifications

☐ Send me an email when files start processing

☐ Send me an email when files finish processing

Logs

View and export past logs by user and date range.

- **Event Logs:** Upload/download files, change passwords, add new users etc.
- **Log Report Exports:** Filter by users, default, or categories to export.

The screenshot shows the webbula Logs interface. On the left is a sidebar with navigation links: UPLOAD, DASHBOARD, MANAGE CREDITS, API / IP, TUTORIAL, and HELP. The main content area is titled 'Logs' and contains two sections: 'User Logs' and 'Log Report Export'. Both sections have a date range selector (START: 8/1/2020, END: 9/1/2020). The 'User Logs' section displays a table with columns: Date, Action, Description, and Number of Records. The table contains six rows of authentication logs, all showing 'Authenticated' actions. Below the table is a pagination bar with links 1, 2, 3, 4, 5, and a '6 per page' dropdown. The 'Log Report Export' section has a list of users with checkboxes: Carole Stark, Sarah Smith, Ben Temple, and Sydney Speck. A 'Chat now' button is in the bottom right corner.

10. Chart Customization

Customize your chart view by user, and date range.

The diagram shows two customization menus. The first menu, titled 'EVERYONE', lists users: Everyone, Carole Stark, Sarah Smith, Ben Temple, and Shy Meyers. The second menu, titled 'DATE RANGE', shows time period options: Week, Month, Quarter, Year, and Custom. Below the 'Custom' option are two date pickers, both set to 08/17/2020, and a red 'GO' button.

11. Team File Activity

This is a snapshot of the total number of records submitted, total clean, and total number of threats identified within a collective time period. The time period can be modified from the upper right corner drop down titled "Date Range".

12. File Snapshot

Here you will find your team's most recent file uploads. You also have the option to delete files, directly download the report, and email list or customize your downloadable report by threat type. Due to our retention policy, after 7 days the list will be removed from our system and the "Report & Email List" button will change to "Report" only. Users can still download the reports at any time.

13. Search

The search bar is a quick way to search for files that may not be seen on the first page. *Search by file name only.*

14. Download Report and Email List

Download your full report results, and email list zip file. See Download Your Report for full download instructions.

15. Customize your Download

Download your full report or customize your report based on the threats found in your lists such as Reputation, Conversion, Fraud, and Delivery. See Download Your Report for full download instructions.

16. Pages

Change the pages to look at older file uploads.

17. Extended Page View

To view more file upload history you can adjust the number of files shown on one page.

18. Chat with Support

If you have any questions about emailhygiene.com or the reports, our support team is here to assist you through our LiveChat or contact us by email at *support@webbula.com*.

File Requirements

- 1. File Format Settings:** Figure 1.2 outlines how to format your files properly. For maximum compatibility, we strongly recommend adhering to the “Preferred Format” settings.

File Format:		
	Preferred Format	All Acceptable Formats
File Extension	.csv	.csv, .txt
Delimiter	Pipe ()	Pipe (), Comma (,), Semicolon (;), Tab ()
Line Breaks	Unix (LF)	Unix (LF), Windows (CRLF)
Encoding	Unicode (UTF-8)	Unicode (UTF-8)
Double Quote Encapsulation	Yes	Yes, No

Figure 1.2

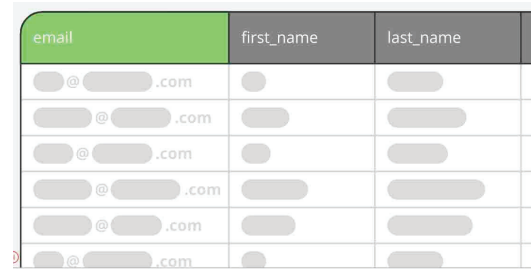
- 2. Required Fields:** The only required field for an emailHygiene file is the Email Address (“Email”) field and it can be located in any column within the file. Please ensure that the file has one and only one Email Address (“Email”) column so that emailHygiene may process the proper column.

Input Fields:			
	Proper Spelling of Column Names	Field Required	Notes
Email Address	"Email"	Yes	A single column, labeled "Email" containing non-hashed email addresses is required in order for emailHygiene to process.

Upload a File

Before you upload

1. A file can contain any number of columns but must contain at least one (and only one) column of emails.

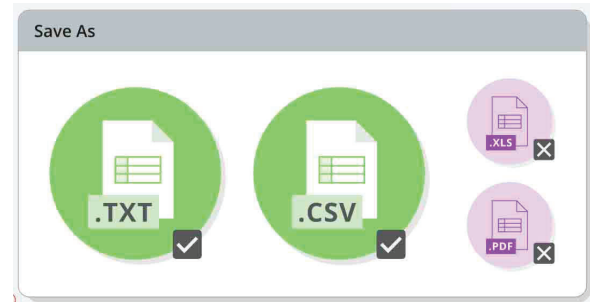


email	first_name	last_name
@.com		
@.com		
@.com		
@.com		
@.com		
@.com		

2. Please label those headers! Make sure the email address column is labeled "email".

Upload Instructions

3. Click on the Upload tab on the left side of the screen. Within this page you have the option to click the upload button, or drag and drop your .CSV or .TXT files(s) anywhere on the screen to start.



4. **Profile:** Select the appropriate profile for each file. Your profiles were created during the on-boarding process with your sales representative and support team.
5. **Credit Limit Warning:** If your account does not have enough credits to support your file upload, you will receive a warning about your balance. Head over to the Manage Credits tab (Admins Only) and purchase more credits.

Webbula Magic

6. Our emailHygiene tool will scan your email list for 50+ Inbox Delivery & Conversion Threats Including:

- Reputation Threats
- Fraud Threats
- Delivery Threats
- Conversion Threats

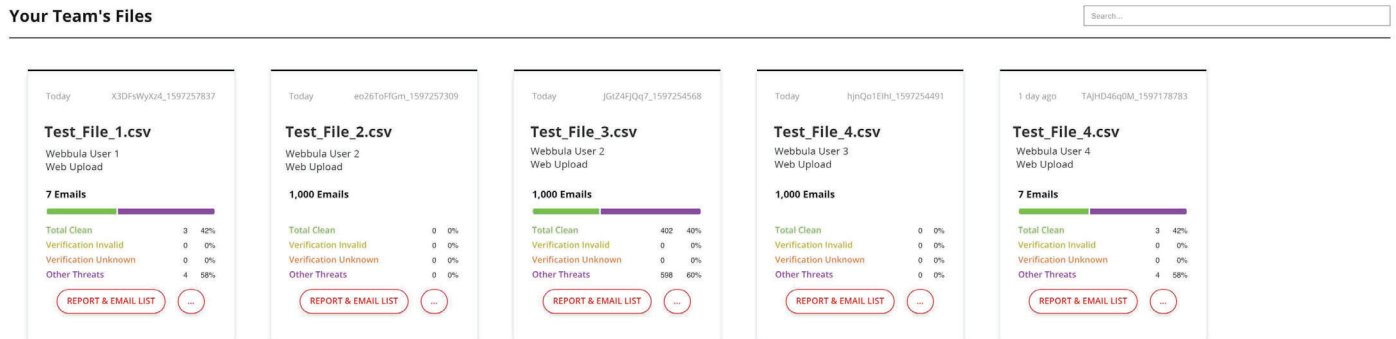
The solution will also scan for:

- Invalid or misspelled emails
- Emails connected to a social media account

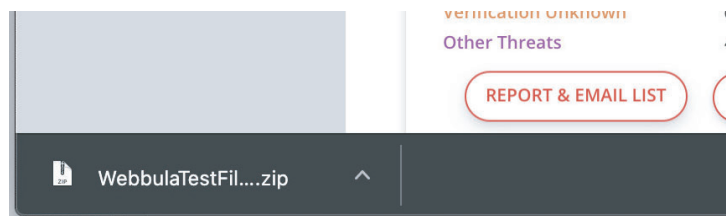
7. **Successful Upload:** When you finish uploading, you will be directed back to the dashboard screen where you will see your file and a progress wheel. When the progress hits 100%, refresh your screen and your file details will be shown. You can begin to download your report.

Download Your Report

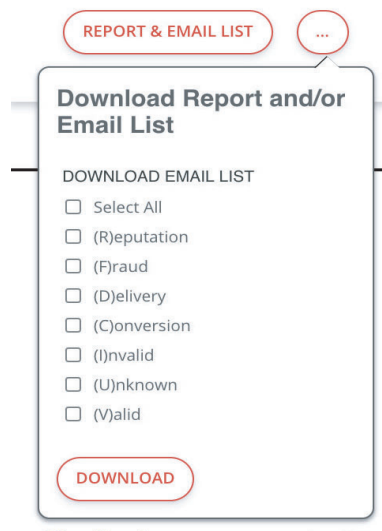
1. When your file(s) are processed, you will then be transferred back to the dashboard screen, where you now can download your result zip file in two ways:



Option 1: The executive summary will give you a high-level overview of the process (report.xls) and the results file (insert.csv) will contain all of your records and flags.



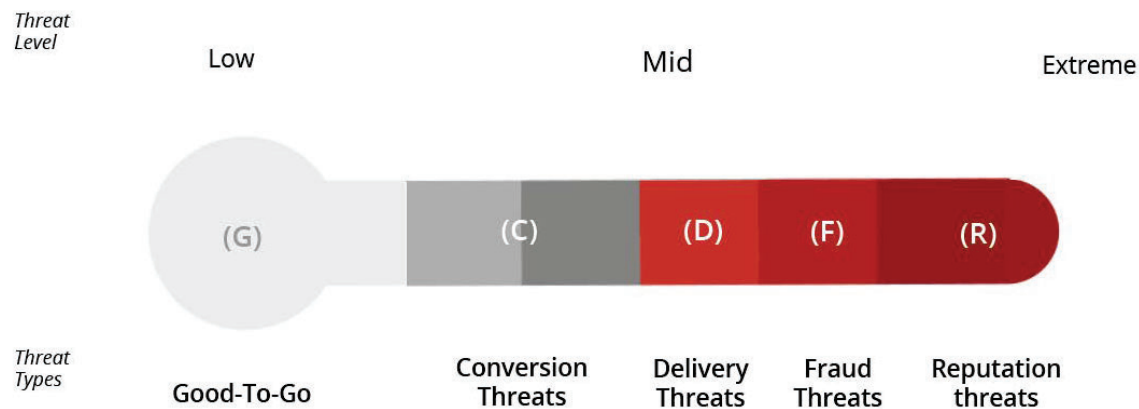
Option 2: Download the report and customize the results in your insert file.



■ Understand Reports

Flag Category Options

Hygiene Flags:



Verification Flags:

- "I"** denotes a record that is **Invalid**.
- "U"** denotes a record whose validity is **Unknown** and can not be determined.
- "V"** denotes a record is **Valid**.

Note: If hygiene and verification is applied to your file, records normally flagged "G" (Good-To-Go) for hygiene will be replaced with a verification flag.

Understand the Hygiene Report

After emailHygiene identifies harmful email addresses in your list that are deliverable, the hygiene section provides insights into these threats grouped into threat categories. Descriptions offer further insight into the specific threats that may exist in your list. The emailHygiene summary provides an overview and metrics to benchmark against in the future.



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User: Demo User		Email Intelligence Report		Start: 7/09/2020 08:01:07 CDT	
Settings: _Default_HVI / Categor		[Demo_File.csv]		End: 7/09/2020 08:16:25 CDT	
Threat Type	Description	#	%		
(R)eputation Threats		2,043	0.8%		
Intl Spam Advisory Domains	Emails that are members of a Spam Advisory organization	2	0.0%		
Spam Advisory Domains	Emails that are members of a Spam Advisory organization	0	0.0%		
DMA EMPS	Emails on the DMA "Do Not Mail" list	134	0.0%		
SMS Domains	FCC monitored telco properties enforced by heavy fines	11	0.0%		
US Government Banned Em	Emails of individuals and entities banned from commerce in the US	0	0.0%		
US Government Banned Dor	Domains of individuals and entities banned from comm	2	0.0%		
Legal Traps	Emails associated with litigators known to entrap mailer	1	0.0%		
Intl Malicious Moles	Emails that report campaign statistics to RBL's	298	0.1%		
Malicious Moles	Emails that report campaign statistics to RBL's	22	0.0%		
Intl Blocklisted Emails	Emails utilized to identify spam	208	0.1%		
Blocklisted Emails	Emails utilized to identify spam	96	0.0%		
Seeded Trackers	Addresses used in marketing campaigns to track delivery rates	4	0.0%		
Intl Blocklisted Domains	Organizations, associations or networks that report spam	365	0.1%		
Machine Learning Traps	Emails that have the same pattern or signature strain as verified trap	4	0.0%		
Blocklisted Domains	Organizations, associations or networks that report spam	518	0.2%		
Recycled Bounces	Historically dead emails that are reactivated as traps	380	0.1%		
(F)raud Threats		2,425	0.9%		
Phishers	Emails associated with phishing scams	0	0.0%		
Intl Numeric Usernames	Usernames consisting of only numbers	0	0.0%		
Numeric Usernames	Usernames consisting of only numbers	0	0.0%		
Forward Folders	Emails forwarded beyond the intended inbox	0	0.0%		
Intl Bots	Fraudulent activity associated in forms, blogs, impression or clicks	0	0.0%		
Bots	Fraudulent activity associated in forms, blogs, impression or clicks	0	0.0%		
Spammer Emails	Emails identified in content spamming	0	0.0%		
Intl Scammers	Emails associated with online scams	54	0.2%		
Scammers	Emails associated with online scams	17	0.1%		
Intl Highly Exposed Emails	Addresses discovered in harvested, pirated, and stolen locations	233	0.1%		
Highly Exposed Emails	Addresses discovered in harvested, pirated, and stolen locations	481	0.2%		
Bogus Usernames	Email is statistically improbable	85	0.0%		
(D)elivery Threats		1,139	0.4%		
Improper RFC Rules	Invalid format via RFC rules governing global address formats	44	0.0%		
Invalid gTLD	Invalid generic top level domain	2	0.0%		
Duplicates	Identical addresses within the file	67	0.0%		
Intl Improper Domain Rules	Email does not follow the specific rules implemented by its domain	3	0.0%		
Improper Domain Rules	Email does not follow the specific rules implemented by its domain	933	0.3%		
Temporary Disposable Email	Emails associated with temporary, disposable services	90	0.0%		
(C)onversion Threats		3,671	1.4%		
EU Member Domains	Emails from Domains that are registered with the European Union	238	0.1%		
California Residents	Emails associated with California Residents	321	0.1%		
Shadow Domains	Emails from domains that are shared for bot invasions	88	0.0%		
Zombies	Emails from deceased individuals	1,198	0.4%		
Education	Addresses associated with a elementary, high school or university	12	0.0%		
Military	Addresses operated exclusively by the United States military	30	0.0%		
Civics	Addresses belonging to appointed local, state and federal officials	399	0.1%		
Role Accounts	Email name is a group, position, or task not a person or individual	70	0.0%		
Complainer Emails	People who habitually report commercial email as spam	1,045	0.4%		
Screamer Emails	People who are virulent protesters of commercial email	201	0.1%		
Complainer Domains	Domains that habitually complain about receiving commercial email	5	0.0%		
Profanity Usernames	Addresses containing obscene language	3	0.0%		
		Corrections:	2,170	8.0%	
		Initial Records:	269,986	100.0%	
		Threats:	-9,280	3.4%	
		Verification (I)nvalid:	-22,583	8.4%	
		Verification (U)nknown:	-11,285	4.2%	
		Good-To-Go:	226,838	84.0%	

**Threat
Categories**

**Email Health
Summary**



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The Data Solutions Experts

Understand the Verification Intelligence Report

After emailHygiene identifies undeliverable email addresses, the verification section provides insight into the results. If you have opted to run hygiene and verification together, email addresses identified as "G" (Good-To-Go) from the hygiene process will then be checked for deliverability with verification.

Verification Intelligence Report			
Report	Description	#	%
Verification			
(I)nvaild	Denotes a record that is Invalid	224,262	19.8%
(U)nkown	Denotes a record that can not be determined	178,578	15.8%
(V)alid	Denotes a record that is Valid	569,818	50.3%

Understand the Social Media Intelligence Report

The social media authentication report shows the results of the quick and active scans.

- **Quick Scan** shows the number of records matched in Webbula's historical social database.
- **Active Scan** shows the number of records matched in both Webbula's historical social database and a real-time social media platform authentication process.

Social Media Intelligence Report			
Report	Description	#	%
Social Media Authentication			
Benchmark Scan	A benchmark indicating the # of emails connected to social media	12,010	1.1%

Understand the Domain Intelligence Report

The domain intelligence report summarizes the domain and extensions found in your email list. This provides insight on how your email list might perform.

Domain Intelligence Report			
Report	Description	#	%
Top 10 Domains			
1	yahoo.com	332	33.2%
2	aol.com	165	16.5%
3	gmail.com	74	7.4%
4	msn.com	45	4.5%
5	att.net	44	4.4%
6	comcast.net	35	3.5%
7	bellsouth.net	26	2.6%
8	netscape.net	24	2.4%
9	juno.com	17	1.7%
10	earthlink.net	15	1.5%
Domain Distribution			
Top 50 Domains	Percentage of the top 50 domains represented within the file	962	96.2%
Unique Domains	Number of unique domains within the file	88	100.0%

Understand the Activity Intelligence Report

The Activity Intelligence Report provides the trend of activity your data file emails are doing outside your brand within the last 6 months. Webbula shows when we first encountered the email address, how active it is as previously noted, and the most recent activity of your emails.

Activity Intelligence Report			
Report	Description	Email Activity	
First Seen Activity			
30	Emails that were first detected by Webbula within the last 30 days	59,275	22.0%
90	Emails that were first detected by Webbula within the last 90 days	57,053	21.1%
180	Emails that were first detected by Webbula within the last 6 months	59,345	22.0%
365	Emails that were first detected by Webbula within the last 1 year	29,511	10.9%
365+	Emails that were first detected by Webbula over 1 year ago	32,940	12.2%
Activity Trajectory			
Major Deceleration	The average activity volume has significantly slowed recently	32,425	12.0%
Moderate Deceleration	The average activity volume has moderately slowed recently	19,412	7.2%
Slight Deceleration	The average activity volume has slightly slowed recently	27,377	10.1%
Unchanged	The average activity volume has remained steady and is flat	86,396	32.0%
Slight Acceleration	The average activity volume has slightly accelerated recently	26,291	9.7%
Moderate Acceleration	The average activity volume has moderately accelerated recently	35,368	13.1%
Major Acceleration	The average activity volume has significantly accelerated recently	10,854	4.0%
Most Recent Activity			
30	Emails where the most recent activity was within the last 30 days	28,327	10.5%
90	Emails where the most recent activity was within the last 90 days	48,953	18.1%
180	Emails where the most recent activity was within the last 6 months	53,948	20.0%
365	Emails where the most recent activity was within the last 1 year	38,285	14.2%
365+	Emails where the most recent activity was over 1 year ago	68,610	25.4%

Additional Resources

Visit the Webbula Resources Page (<https://webbula.com/resource-library/>) for access to additional learning resources such as:

- One Sheeters
- Blog
- Sample Report
- Case Studies
- Videos

Contact Us



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