

INBOUND

The background features several abstract, rounded shapes in shades of orange and teal. A large teal shape is at the top right, an orange shape is at the top left, and another orange shape is at the bottom right. A teal shape is also at the bottom left. The central text is white on a white background.

Teardown Live! Data Pitfalls, Fixes, and Hidden Gems

Jay Schwedelson + Brian Minick
Sep 3



**BRIAN MINICK,
CHIEF OPERATING OFFICER (COO)**

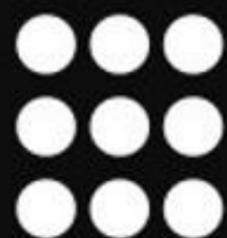
EMAIL DELIVERABILITY EXPERT
[15+ YEARS]

**CONNECT WITH ME
ON LINKEDIN**



ZEROBOUNCE IS AN EMAIL VALIDATION, DELIVERABILITY AND EMAIL FINDING PLATFORM HELPING 500,000+ BUSINESSES REDUCE BOUNCES AND LAND THEIR EMAILS IN THE INBOX.

WHERE DO MY TRENDS COME FROM?



OUTCOMEMEDIA
a Worldata company

SubjectLine.com

JaySchwedelson.com

**GURU
MEDIA
HUB** ⚡

QUESTION

**OUR CRM HAS ALL THESE CONTACTS FROM ALBANIA,
ALGERIA, ANGOLA, ETC...**

BUT THE CONTACTS ARE NOT FROM THERE?



Sales: +1 (888)

Get Cloudflare Enterprise for security and scale

Enterprise companies choose Cloudflare for:

-  Massive network scale
-  100% uptime reliability
-  Ease of use & guided setup

Enterprise plans provide our most advanced tools, 24x7 email/ticket & phone support & 100% uptime.

First Name: * Last Name: *

Phone: *

Work Email: *

Company: *

Select Your Job Level... *

Select Your Job Function... *

Choose an option or search here
Select Your Country... *

Select Your Country...

Afghanistan

Aland Islands

Select Your Job Level... *

Select Your Job Function... *

Choose an option or search here
Select Your Country... *

Select Your Country...

Afghanistan

Aland Islands

Albania

Algeria



**47% OF U.S. BASED COMPANY FORMS
DO NOT LIST U.S. AS FIRST COUNTRY
OPTION.**

**SEGMENTATION IS RUINED:
CAMPAIGNS THAT ARE SETUP TO
TARGET U.S. MISS THESE CONTACTS.**

QUESTION

**OUR DATABASE IS FILLED WITH 'MESSEDD UP' EMAIL
ADDRESSES?? UGHH!!!**

QUESTION

SYNTAX SCREWUPS – ONE STRAY CHARACTER = INSTANT BOUNCE

ALTERNATE INBOXES – THINK “ANNE23522@GMAIL.COM” = TRACKING NIGHTMARE

GROUP & ROLE-BASED EMAILS – INFO@, SALES@ = COMPLAINT MAGNETS

PRIVACY ALIASES & THROWAWAY – APPLE’S “HIDE MY EMAIL”, ALIASES, ETC.

TYPOS – GMAIK.COM, YAHU.CO.UK, AND MOBILE KEYBOARD CHAOS

THIS IS VERY AWESOME...

PROMPT:

CLEAN THIS FILE OF EMAILS: FIX ONLY OBVIOUS DOMAIN TYPOS (GMAIL/YAHOO/OUTLOOK/HOTMAIL/ICLOUD + COMMON TLD SLIPS), REPAIR DOUBLE @@ OR 'AT/DOT' OBFUSCATIONS, STRIP PUNCTUATION, AND FLAG ROLE ACCOUNTS, DISPOSABLE DOMAINS, PLUS-ALIASES, RISKY CHARACTERS, DUPLICATES, AND POTENTIAL TYPOS. OUTPUT A CSV WITH: ORIGINAL_EMAIL, NORMALIZED_EMAIL, STATUS, CORRECTION_REASON, FLAGS, SUGGESTED_EMAIL, CONFIDENCE—PLUS A SUMMARY OF COUNTS.

THESE ARE IN YOUR DATABASE NOW!

BUSINESS: 1%–3%

CONSUMER: 2%–5%

HIGHER IF YOUR CRM IS A MESS!

Popular consumer domains

- `gmail.com` ← `gmai.com`, `gmal.com`, `gmial.com`, `gmaill.com`, `gmmail.com`, `gnail.com`, `gmail.con`, `gmail.co` (if US-centric list), `gxmil.com`
- `yahoo.com` ← `yahho.com`, `yaho.com`, `yhoo.com`
- `outlook.com` ← `outlok.com`, `outllok.com`, `otulook.com`
- `hotmail.com` ← `hotmial.com`, `hotmal.com`, `hotnail.com`
- `aol.com` ← `aol.co`, `aol.con`
- `icloud.com` ← `iclud.com`, `icloud.con`
- `proton.me` / `protonmail.com` ← `protonmai.com`, `protomail.com`
- `me.com`, `mac.com`

Common ISPs

- `comcast.net` ← `comast.net`
- `verizon.net` ← `verzion.net`
- `att.net` / `sbcglobal.net`
- `cox.net`, `bellsouth.net`

TLD fixes (when domain+brand are otherwise perfect)

- `.con`, `.cmo`, `.coim`, `.vom` → `.com`
- `.c0m` (zero) → `.com`
- `.cpm` → `.com`

B) Double @@ or missing @

- If there are exactly two @, and one side is clearly a domain, remove the extra @.
- If there is no @ but you see at and dot patterns (`joe at gmail dot com`), convert to `joe@gmail.com` and flag `correction_reason=anti_spam_obfuscation`, `confidence=medium`.

C) Extra punctuation/whitespace

- Remove trailing commas/periods/semicolons if they appear to be sentence artifacts: `joe@gmail.com,` → `joe@gmail.com` (`confidence=high`).

HOW MANY CAN I UPLOAD?

UPLOAD THEM AS A FILE (CSV, XLSX, OR TXT), THE PRACTICAL LIMIT FOR ME TO PROCESS IN ONE GO IS ABOUT 5–10 MB PER FILE, WHICH USUALLY WORKS OUT TO SOMEWHERE BETWEEN 50,000 AND 100,000 EMAIL ADDRESSES

QUESTION

**WE ONLY ALLOW PEOPLE WHO FILL OUT OUR FORMS
ON OUR LISTS AND WE WOUND UP ON A BLACKLIST.**

HOW IS THAT EVEN POSSIBLE?

FIRST OFF...WHAT IS A 'BLACKLIST'



C'MON! I HAVE ENOUGH TO DO ALREADY!

**64% OF ALL DATABASES OVER 50,000 CONTACTS
HAVE AT LEAST ONE SPAM TRAP**

**85% OF ALL DATABASES OVER 50,000 CONTACTS HAVE AT LEAST ONE
CONTACT LIKELY TO MARK YOUR EMAIL AS ABUSE OR COMPLAIN
ABOUT RECEIVING AN EMAIL FROM YOU. [HABITUAL COMPLAINER]**

HERE ARE 10 VALIDATION COMPANIES..

**VALIDATE YOUR DATABASE
AT LEAST 1X PER YEAR...**

COST: \$250 - \$2500 TOTAL

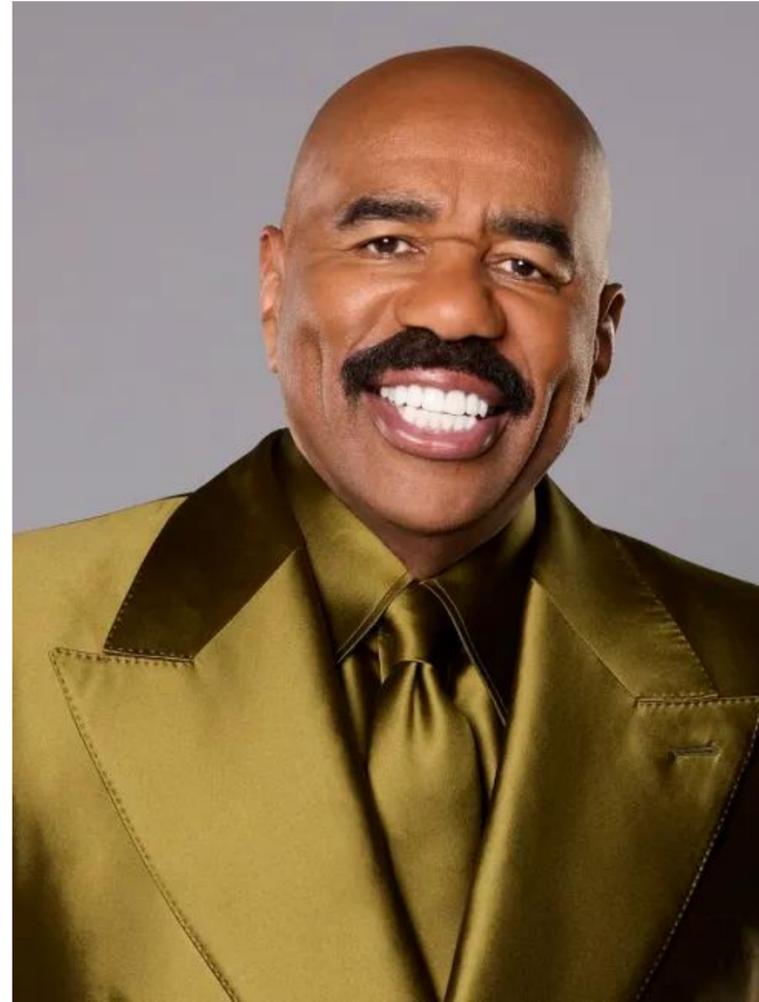
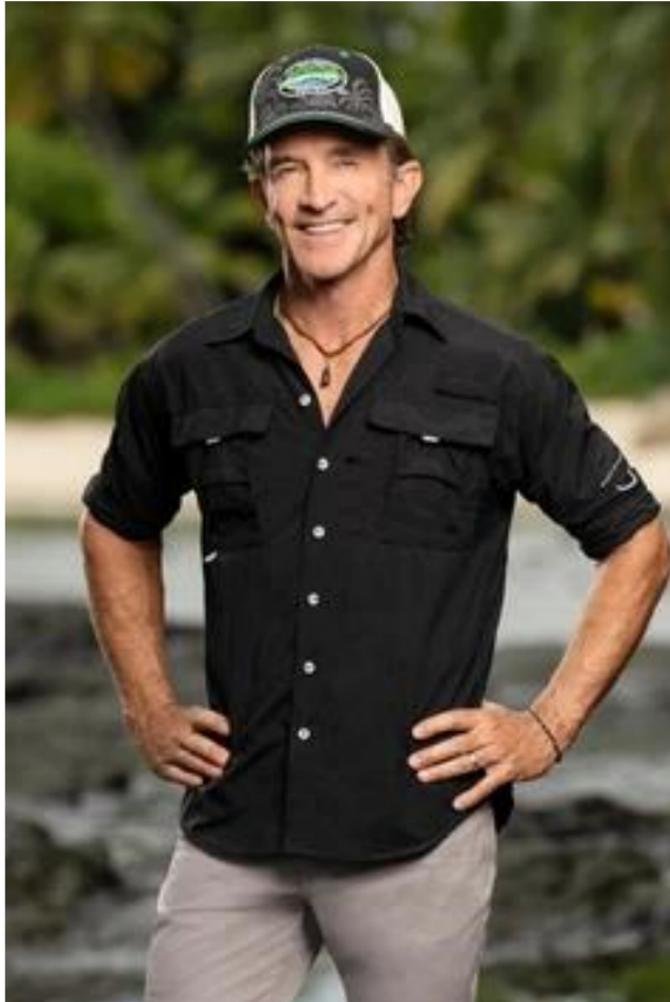
- ZeroBounce
- NeverBounce
- Kickbox
- LeadGenius
- Validity

SORRY BRIAN...

**IMPORTANT DATA
QUESTION:**

4 HOSTS...

what do they host?



QUESTION

**WE HAVE SO MANY DUPLICATE CONTACTS THAT
ARE IMPOSSIBLE TO DE-DUPE!
HELP!!**

BOOM!

PROMPT:

**HERE'S A CSV — RUN YOUR FUZZY MATCH
DUPE ELIMINATION WITH THRESHOLD 0.84
AND GIVE ME THE RAW, DEDUPED, AND
MAPPING FILES.**

ROOM!

THE THRESHOLD OF 0.84 IS

BASICALLY THE “HOW SIMILAR

DO TWO RECORDS HAVE TO BE

BEFORE AI CALLS THEM THE

SAME PERSON?” SETTING.

Jon Smith	Acme Inc.	jon.smith+events@gmail.com	(212) 555-0199
John A. Smith	ACME Incorporated	johnsmith@gmail.com	212-555-0199
J. Smith	Acme	j.smith@acme.com	212.555.0199

- **FINDS HIDDEN DUPES EVEN WHEN NAMES, EMAILS, OR COMPANIES ARE SLIGHTLY DIFFERENT (“JON SMITH” VS “JOHN A. SMITH”).**
- **CLEANS AND MERGES RECORDS AUTOMATICALLY, KEEPING THE BEST INFO.**
- **GIVES YOU A TRUSTWORTHY MASTER FILE WITHOUT HIRING A DATA TEAM OR BUYING EXPENSIVE SOFTWARE.**

CAN THIS BE DONE IN FREE CHATGPT?

 **YES**

UPLOAD LIMITS (FREE VERSION)

FILE SIZE: UP TO 20 MB PER FILE.

ROWS: ROUGHLY 50,000+ RECORDS

DEPENDING ON COLUMNS AND COMPLEXITY

QUESTION

WE HAVE CONTACT COVERAGE AT OVER 70% OF OUR TARGET ACCOUNTS BUT MINIMAL PIPELINE.

WHAT GIVES?

**CRITICAL REPORT YOU ARE
NOT RUNNING...**

**CONTACTS PER COMPANY
IS EVERYTHING!**

TARGET COMPANY SIZE	CONTACTS PER
25-50 EMPLOYEES:	1-2
51-100 EMPLOYEES:	3-4
101-200 EMPLOYEES:	5-8
201-500 EMPLOYEES:	9-14
501-1000 EMPLOYEES:	15-20
1001+ EMPLOYEES:	21-40

BONUS!

BOUNCED EMAILS

ARE ABM GOLD!

**IMPORTANT DATA
QUESTION:**

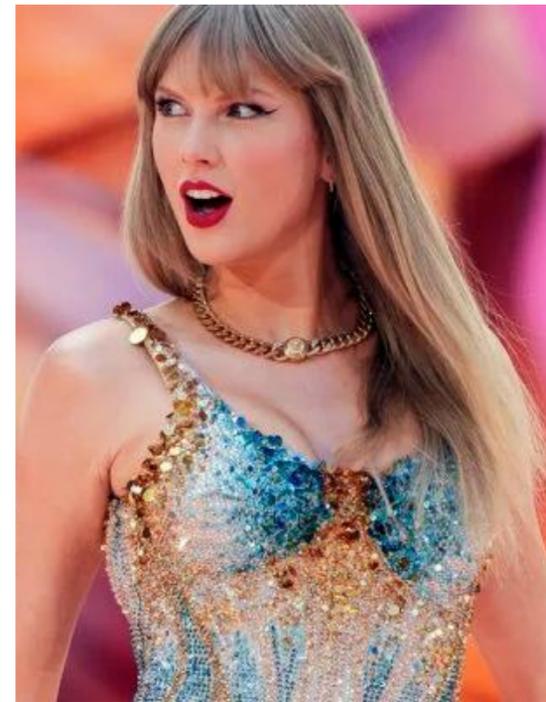
3 SONGS...

who sings what?

**TEXAS HOLD
'EM**

**CRUEL
SUMMER**

**BEFORE HE
CHEATS**



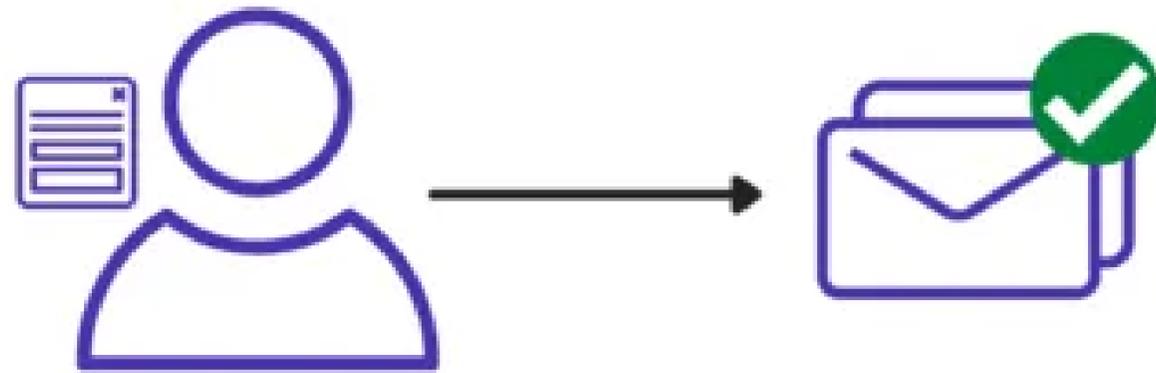
MYTH BUSTING &

‘STUFF WE SHOULDN’T SAY’ ...

QUESTION

**MY BOSS WANTS US TO MOVE TO
'DOUBLE OPT-IN'.
WHAT IS YOUR TAKE?**

Single Opt-in



Visitor submits their email via a campaign

They get subscribed to your email marketing list

Double Opt-in



Visitor submits their email via a campaign

An email containing an opt-in link is sent to the visitor

If they **don't click** the link, they are marked as **Not Mailable** and won't receive your emails

If they **click** the link, they get **subscribed** to your email marketing list

BRIAN AND JAY ARE GONNA BRAWL...

NEW SIGN-UPS

CLICK CONFIRM



MAILCHIMP STUDY:

- **61% NON-COMPLETION FIGURE FOR CONFIRMED OPT-IN!**
- **MEANING ABOUT 6 IN 10 SIGN-UPS NEVER CONFIRM!**

GETRESPONSE STUDY:

- **DOUBLE OPT-IN DOES NOT LOWER SPAM COMPLAINTS**
- **DOUBLE OPT-IN ACTUALLY HAS HIGHER UNSUBSCRIBE RATES**

“SINGLE OPT-IN SEEMS TO BE THE CLEAR WINNER IN TERMS OF GROWING YOUR EMAIL LIST, GARNERING MORE IMPRESSIONS, AND CONVERTING SUBSCRIBERS INTO CUSTOMERS”

	Single opt-in	Double opt-in
Number of visitors	1,000,0000	1,000,0000
Number of subscribers	12,800	3,300
Average number of people opening a newsletter	3,502	1,178
Average number of people clicking on a link in a newsletter	302	138

QUESTION

WE CHANGED...

'ESP'

'DATA PROVIDER'

'OUR UNDERWEAR'

AND OUR PERFORMANCE IS STILL TERRIBLE??

WHEN YOU ARE THINKING ABOUT SWITCHING PROVIDERS

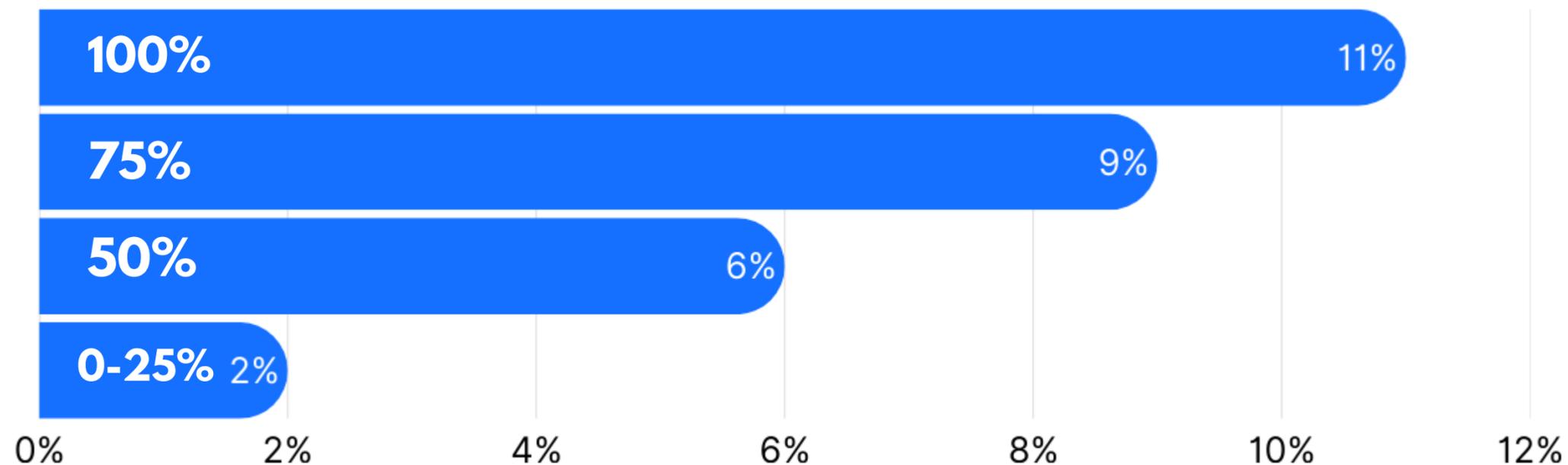


QUESTION

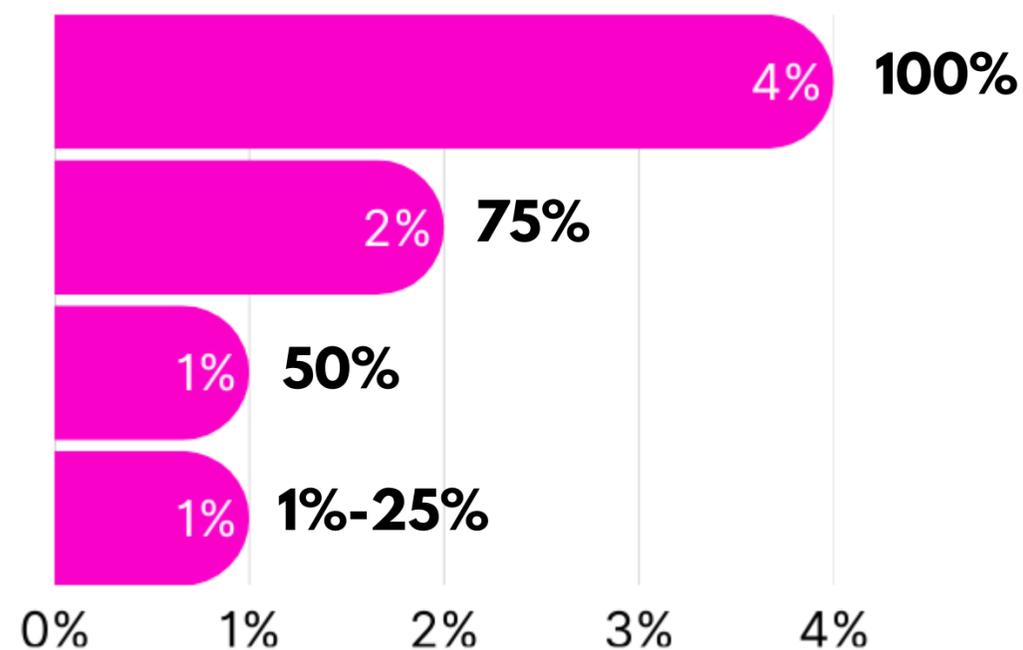
**EVERYONE SAYS SEGMENTATION IS 'EVERYTHING'
BUT WE DO IT ALL AND STILL CAN'T FIND
'SEGMENTS' THAT PERFORM?**

WEBINAR: TIME SPENT LEADING TO PIPELINE

ATTENDED LIVE % & CONVERT TO PIPELINE



WATCHED ON-DEMAND % & CONVERT TO PIPELINE



OUR CONSUMER FRIENDS...

- **SPENDERS ON A TEAR – YEAR-OVER-YEAR INDIVIDUAL SPEND UP 50%+**
- **COUPON CODE HUNTERS – ONLY BUY WHEN USING A PROMO CODE.**
- **LATE NIGHT BUYERS – MULTIPLE PURCHASES 10PM AND 4 A.M.**

IMPORTANT STUFF!!!

- **VISIT ZEROBOUNCE AT OUR BOOTH**
- **BOOK A DEMO AND EARN SWAG**
- **CREATE A FREE ZEROBOUNCE ACCOUNT + GET FREE TESTING CREDITS AND TOOLS**

**TRY ZEROBOUNCE
INSIDE HUBSPOT
TODAY**







zero bounce

**BRIAN MINICK,
CHIEF OPERATING OFFICER (COO)**

EMAIL DELIVERABILITY EXPERT
[15+ YEARS]

**CONNECT WITH ME
ON LINKEDIN**



STUFF!!!





THURSDAY!!

RESERVATION REQUIRED

Thu • Sep 4 • 10:00am - 10:45am PT (45 minutes)

EDUCATION SESSION 1 • ESPLANADE BALLROOM (UPPER MEZZANINE)

NEW: Email Marketing: Test This, Not That-What's Working Now

New Email Marketing tactics, tests, and pitfalls to avoid! This session is fast, tactical, and packed with email strategies you haven't tried yet. We're busting myths and giving you immediately usable takeaways to boost opens, clicks, and conversions. We ran the tests so you don't have to—this session will rip through what actually works now!

ADVANCED



THURSDAY!!

**400 FREE
HOODIES!!!**

RESERVATION REQUIRED

Thu • Sep 4 • 11:30am - 12:15pm PT (45 minutes)

MEETUP 1 • HALL B (LEVEL 0)

Meetup: Guru Media Hub/ The Marketing Millennials Carnival

Free Swag for all who attend! Hang out with the biggest SPEAKERS from INBOUND at this unforgettable experience! Packed with carnival games, free swag, exclusive stickers, surprise drops, and more. Come for the fun, stay for the vibes, and connect with the marketers who keep it real. This isn't your average meetup, it's a full-on carnival takeover.



THURSDAY!!

Thu • Sep 4 • 12:00pm - 12:20pm PT (20 minutes)

TECH STACK SHOWCASE • HALL B (LEVEL 0)

Tools for Growth: Supercharge HubSpot Email With ZeroBounce

Poor email data costs marketers opportunities and results. In this session, ZeroBounce reveals how email validation prevents bounce rates, boosts deliverability, and enhances every HubSpot campaign. You'll see a live demo of ZeroBounce's HubSpot CRM and Forms integrations, plus a first look at ZeroBounce One—a powerful suite for complete email deliverability.

OPEN TO ALL LEVELS



FRIDAY!!

Fri • Sep 5 • 1:15pm - 1:45pm PT (30 minutes)

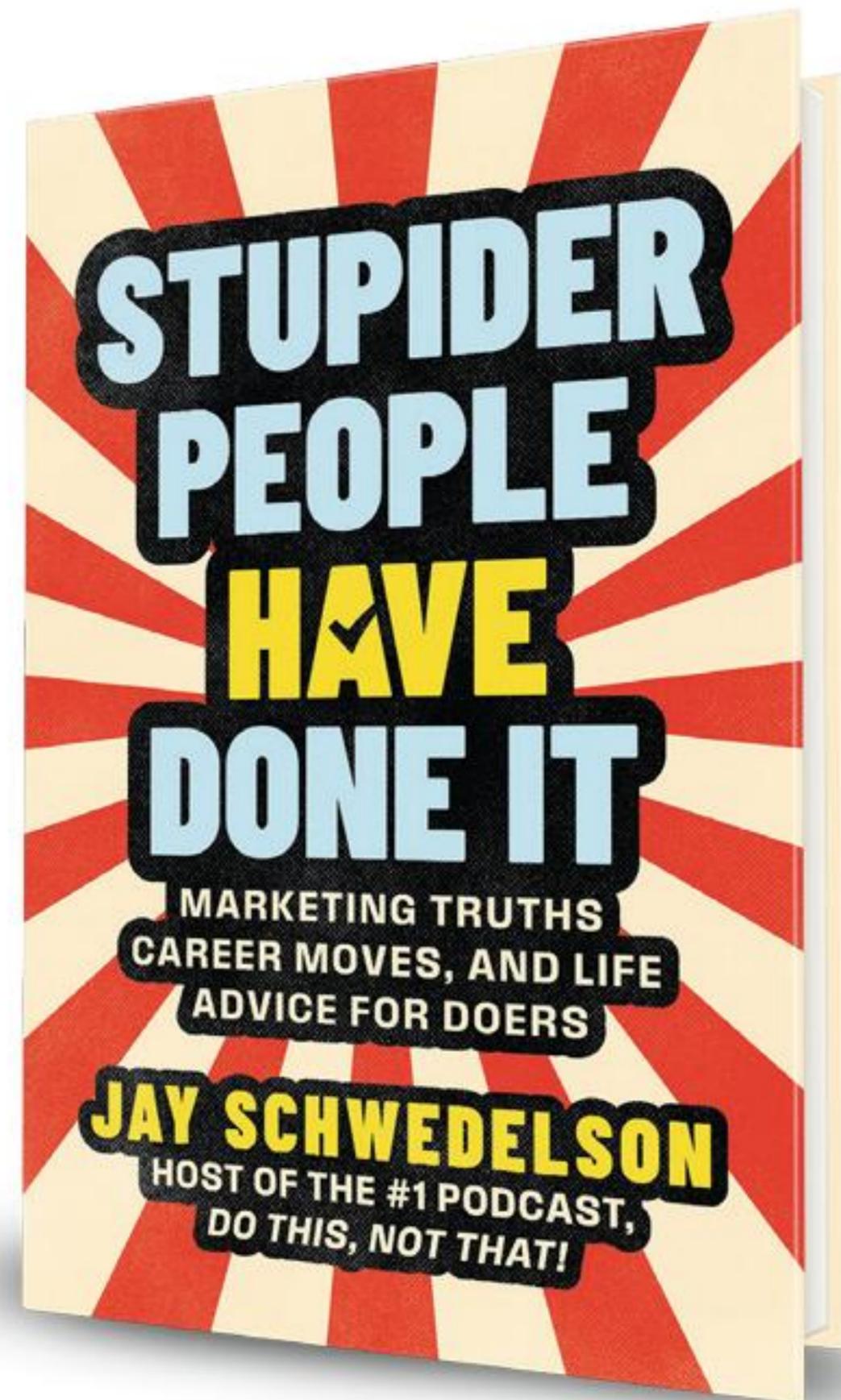
MAIN STAGE • HALL F (LEVEL 0)

Best Practices Are Garbage: In Marketing and Life



MAIN STAGE!

Let's Kick Cancer's Butt!



ALL PROFITS FROM THIS BOOK WILL BE

DONATED TO:

THE V FOUNDATION FOR CANCER RESEARCH

ONE MORE THING BEFORE THE FREE STUFF...

**IF WE ARE NOT CONNECTED
ON **LINKEDIN** PLEASE SEND
ME A CONNECTION REQUEST!**

I AM ON **INSTAGRAM:
@JAYSCHWEDELSON**

EMAIL: JayS@CorpWD.com

“I WANT EVERYTHING”

- **MY NEWSLETTER**
- **NEW! BEST/WORST DAYS '25 EMAIL CALENDAR**
- **LINK TO MY PODCAST**
- **REGISTER FOR GURU CONFERENCE (FREE)**
- **THESE SLIDES!!!!**



OH WAIT...PODCAST REAL QUICK

10 MINUTE
EPISODES!!



DO THIS,
NOT THAT!

FOR MARKETERS ONLY!

Presented by:  MARIGOLD™

with Jay Schwedelson 

GURU  PODCAST NETWORK



www.jayschwedelson.com/podcast

‘SEND EVERYTHING’

JAYS@CORPWD.COM

Steal this tactic!!

Please Rate My Session

We hope you enjoyed today's session.
Please head to the INBOUND mobile
app to provide your feedback.

Thank you!