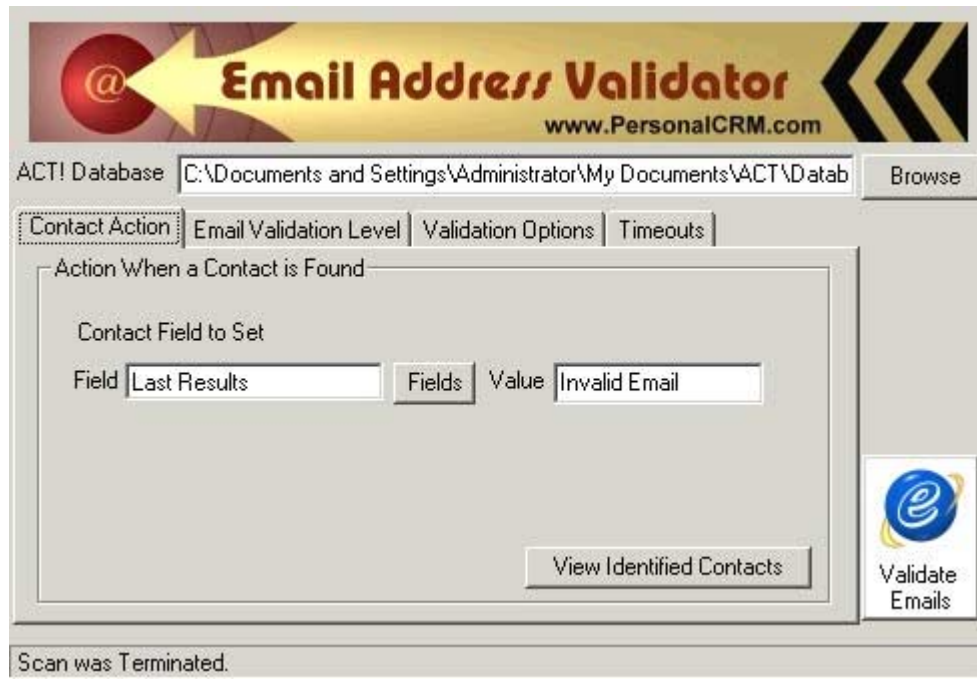


Email Address Validator *for ACT!*



Identify invalid emails in your database.

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<http://www.personalcrm.com>

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Introduction

The purpose of Email Address Validator is to identify and/or remove email addresses that have invalid syntax, dns, or recipient. The objective is to keep the email addresses in ACT! free from invalid emails. The benefits to have valid email addresses in a database are many:

- ◆ No more bounced emails!
- ◆ Lower useless traffic
- ◆ Validity management. When you state that you have 1000 emails, you know with a very high degree of certainty that those emails are valid.

Installation

Execute the provided Email Address Validator and follow the instructions. If you do not have Email Address Validator, you should download it from our web site at <http://www.personalcrm.com>

Registration and Activation of Email Address Validator

When you purchase Email Address Validator you receive a license code (in some cases it is called a serial number) that shows proof that you purchased the product. You now must activate the product. To activate Email Address Validator, do the following:

1. Click on Registration->Request Unlock Code. This will take you to our web and all you have to do is to enter your name and email address and your License key. Click on Register Email Address Validator.
2. Upon receipt of the registration, an unlock code specific for your system is shipped to you via Email.
3. Upon receipt of the email, click on Registration->Enter Unlock Code, and enter your license number and your unlock code. That will activate the product.

Additional Software Requirements

You will need ACT! 2000 (Build 5.1 or later) or ACT 6.0 installed on your system

Running Email Address Validator

If you are running our evaluation copy, we provide you with a limit of 5 email addresses identification limit. If you reach this limit, Email Address Validator will stop. The only way to enable the product is to purchase it.

To run Email Address Validator, execute the software from the programs menu. The screen below will appear and to run the software, click on the validate emails button as shown on the main screen.

Contact Action Tab

Email Address Validator provides you with the option to change which contact field you want to use as identification that the email is incorrect. This option instructs Email Validator to set a field in the contact with a string followed by the error code generated for the specific email address. The default value is Last Results and the field is set to Invalid Email when a faulty email is found.

If you do not want to validate empty emails, make sure that the Ignore Contacts With No Email flag is checked.



Email Validation Level

There are 3 levels of validation that Email Address Validator provides:

1. **Syntax:** The email address is validated using syntax analysis only i.e. it will be flagged if the syntax does not abide to internet accepted rules.
2. **Syntax and DNS.** In addition to the syntax analysis we perform, Email Address Validator analyses whether the Domain Name on the email exists. For example, on john@personalcrm.com, the domain name is personalcrm.com. Email Address Validator makes sure that the domain name exists. If not, the contact is then flagged. DNS validation is fairly fast with times anywhere between 2 – 10 seconds per DNS. If the validation goes beyond 10 seconds, the validation then fails (unless the timeout interval is changed).
3. **Syntax, DNS and SMTP.** If the email address validation passes step 1 and 2, Email Address Validator establishes an SMTP session with the specified server and attempts to send an email. If the server rejects the recipient, the contact is then flagged for incorrect email. If the server accepts the recipient, the email address validation passes and the email is valid.



In our tests, we increased our email accuracy dramatically when running our database through the above steps.

If you want to do SMTP email validation, it is recommended that you perform it at low traffic hours or during the night. The process is traffic intensive and takes time. Start at night and the process should be finished in the morning.

If you decide, however, to interrupt the validation process, Email Address Validation keeps track of the last contact that was validated and will provide the user with the option to start validation at the point of interruption or from the beginning of the contact database.

Validation Options

The only option currently available is the *Only validate merge/changed emails*. This option is very useful if you have just validated the whole database and then import an additional number of contacts. When this option is set, Email Address Validator will only validate the contacts that have been changed since the last full validation. A true timesaver

Timeouts

Timeouts are parameters that you can set to instruct Email Address Validator to continue if there is no response within a specific time period from a particular DNS or SMTP server. The defaults are 10 seconds for DNS and 60 seconds for SMTP server. If your line is slow, increase the timeouts



Error Codes

The following error codes are identified for each invalid email:

Error	Description	What to Do
A domain literal is present	Extra characters were found on the domain name.	Edit the domain name and retest
Address not available	There is no email address on the string	Remove email
Address too long	Too many characters or strings on the email address. Sometimes spaces exist on the email address	Edit the email address and retest
Connection aborted	The connection was aborted by the recipient's SMTP server.	For some reason, the recipient's SMTP server is not accepting our call. Email Address is OK, however, if emails bounce back, remove the email address
Connection refused.	Your internet connection was refused by the recipient or even by your firewall.	Check settings and try again.
Connection reset	The connection with the SMTP server was reset	Email address is OK but timing with the recipient's SMTP server was reset. Run it a few more times and if mail bounces, remove recipient
Could not verify recipient	Recipient's SMTP server	Send an email and if it

	could not verify the given email address.	bounces, the email is incorrect.
Domain does not exist	The domain on the email address does not exist	Remove Email
Extra text is present	Extraneous text is present on the email address	Edit the email and retest
Illegal Character	A character on the email address is not proper for mailing	Edit the email and retest
Mailbox is full	The recipient's mailbox is full.	Email address is ok but recipient is not reading email
Misplaced domain literal	A character on the domain name causes the lookup to fail	Edit the email and retest
Network Down	Your network is down	Wait until it is up and retest
Network Unreachable	Your network is unreachable	Wait until the condition is resolved and retest
No address was specified	Contact has no email address	Enter the email address for the contact
No DNS servers configured	The machine on which Email Address Validator is running does not have DNS servers listed in its TCP/IP Properties. At least one server must be listed for DNS-level validation	Configure at least 1 DNS server for your machine.
No mail exchange for domain	The domain name does not have an SMTP server	Remove Email
Quotation marks not closed	The email address has extra characters	Edit email address and retest
Recipient rejected	No recipient at the specified SMTP address	Remove Email
Timed Out	Connection with SMTP/DNS server timed out	Increate timout
Try Again		Try again
Unbalanced angle bracket	Email has a character that does not resolve	Edit the email and retest
Unbalanced parenthesis	Email has a character that does not resolve	Edit the email and retest
Unexpected Error	A network error was returned that cannot be identified.	Check your settings or run the software again.

Interrupting a scan

Email Address Validator keeps track of the contact number that it is scanning. If you are in the middle of validating 10,000 contacts and decide to interrupt the scanning on the 4000th contact, the next time Email Address Validator starts, it provides the user to restart on the 4000th contact.

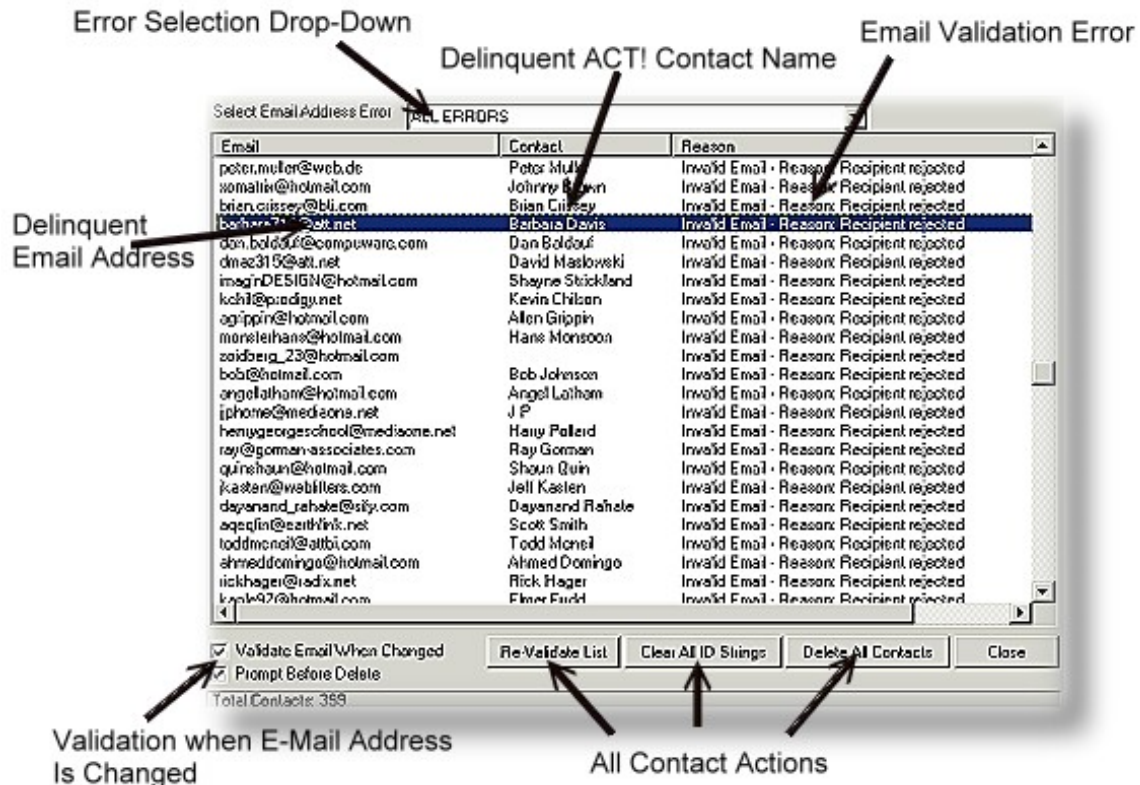
Managing Invalid Emails

Email Address Validator provides an easy, integrated invalid Email managing interface. To access this interface, click on the View Identified Contacts button. This screen provides the tools and mechanisms that you need to edit, manage, remove, and re-validate changed emails.

Any and all changes made in this screen are reflected on the actual ACT! database. Contacts deleted here are deleted in the ACT! database; emails changed are automatically updated in the ACT! database; emails that are re-validated are automatically updated in ACT!.

In addition, you can either select all the contacts that have invalid email addresses or just contacts that have a selected type of email related error i.e. “Recipient Rejected”. Use this powerful tool to speed up your maintenance of emails in your database.

The View Invalid Contacts Screen



View Invalid Contacts Controls

Error Selection Drop-Down List

By clicking on this drop down menu, you can display the errors generated during the test of the email addresses. The display can encompass all errors (ALL ERRORS Option) or just a particular subset of errors.

Delinquent Email Address

The left column lists the delinquent email addresses that were found on the records analyzed in the database. You can edit this email address by simply clicking on the email address. This activates the email address editor and you can then edit the email. To cancel the edit without saving, press the Esc key. However, if you want to save the changes, click on another email or press return and the changes are automatically changed to the ACT! database.

Contacts Column

The contacts column lists the contact names that have the invalid email address. No changes can be made in this column

Email Validation Error (or Reasons Column)

The Email Validation Error column indicates what error was encountered when validating the email. Some errors are definite (*Recipient Rejected*) while others are inconclusive (*Timed Out*). These strings are stored in the field indicated in the main screen as the status field. You can also perform a lookup in ACT! to find which contacts have invalid email addresses.

You can erase these status fields by either running the Clear All ID Strings or by selecting a range of contacts and right clicking on the mouse to select Clear Selected ID Strings.

Delete All Contacts Button

Press this button when you want to delete all the contacts listed.

Clear All ID Strings Button

Press this button when you want to clear all the errors reported from the scan of the email addresses in the database.

Re-Validate List Button

Press this button if you want to re-validate all the contacts in the list.

Validate Email When Changed Option

When this option is set, an email that is changed is validated immediate after it is saved. If it is not set, the email will not be validated until you run selective or all validation.

Prompt Before Delete

When set, it will prompt the user before a contact is removed, otherwise it allows the user to remove the contact silently.

Working with the Invalid Emails/Contacts Screen

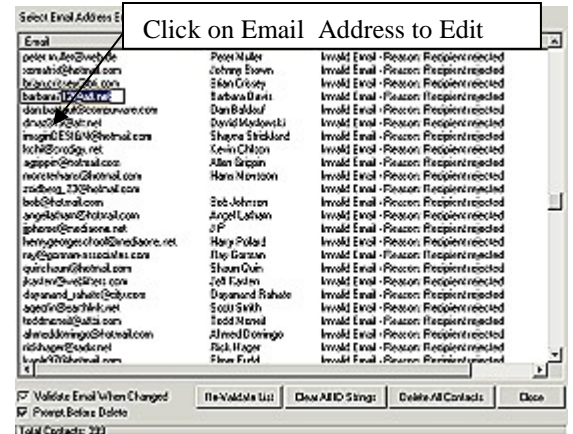
The goal of this management screen is to enable and facilitate users to manage emails rapidly without having to start ACT! The only time it is actually faster to use ACT! is if you are deleting large numbers of contacts. The ACT! native delete for lookups is faster than the interface provided to addon products. However, in all other instances, management of emails using the Email Validator Tool is far faster and superior than anything on the market.

Changing an Email Address

Many email addresses are invalid because of some very simple typing error i.e. instead of entering a dot (.), the person types a comma (,). Or a 2 instead of an @.

To change an email address listed, do the following:

1. Click on the email you want to edit.
2. Edit the email
3. Press return or click on another email.



If you have Validate Email When Changed enabled, the email is validated immediately after the edit.

Hint: To speed up the editing time without having to wait for the validation to complete, uncheck the Validate Email When Changed and selectively validate the emails when you are done (using the right button in the mouse).

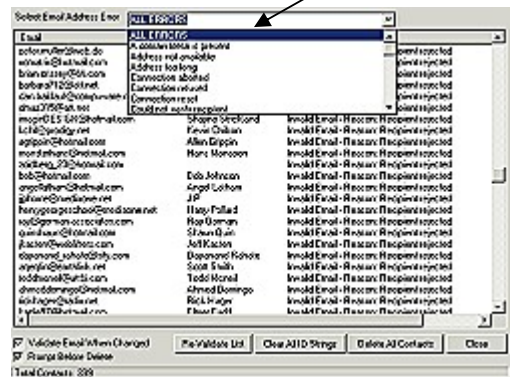
To cancel the edit, press the Esc button and nothing is saved.

The edited email is always updated in ACT! when you are done.

Error Selection Drop Down

Selecting and editing specific validation error

Often, you want to manage only specific errors i.e. Recipient Rejected or Illegal Character. To list the specific error use the error selection drop-down menu. This drop down menu then only lists the errors that you specified.



Full List Validation/Clearing/Deleting

If you wish to remove/clear/delete all the contacts with a specific error, click on the buttons below the listed contacts. Remember, these operations deal directly with the ACT! database.

