B2B Email Domain Verification

Overview: In the B2B space, companies frequently need to know specifically which businesses are signing up for events, registering for products or services, downloading white papers, among many other interactions. There are numerous studies that show that lengthy web forms often go unfilled.

Often the email address alone is all that is required to correctly identify the business. But free email providers, ISPs that provide email addresses to their subscribers and the dreaded disposable email services throw a wrench into this scenario. Compelling your web form visitors to provide their bona fide workplace email address will solve this problem. Profound Networks' B2B Email Verification API does just that.

Scenario: You are hosting an event exclusively for financial services firms. The event includes a keynote speaker, a panel of distinguished experts in the field, and a networking event with catered food and drinks afterwards. Significant resources go into planning and marketing this event and securing your goal of 150 registered attendees. To reserve a spot at the event, there will ultimately be a web form that needs to be filled out. The fields of this webform include the following with your first registration:

Name:	Sally Smith
Company:	Goldman Sachs
Email:	sally.smith@gmail.com

Great! You got a registrant from a prestigious firm. Your registration system even sends out an email confirmation message, and Sally dutifully confirms the correct email. But something catches your eye. The email address is not @gs.com - Goldman Sachs' B2B email domain. How do you know with certainty that Sally really works at Goldman Sachs?

Anyone can get a gmail.com email address, but only people currently working at Goldman Sachs receive a @gs.com email address.

You now have a problem. Is Sally Smith really a Goldman Sachs employee?

Solution: Profound Networks offers an enterprise grade B2B Email Domain Verification system that identifies, in real time, whether the email domain is from one of three categories:
1) **Free email provider**: gmail.com, yahoo.com, hotmail.com, and thousands of others
2) **An ISP** that provides email addresses to their subscribers: comcast.net, verizon.net, rr.com and thousands of others
3) **Disposable email providers** that provide temporary email addresses tempr.email

clipmails.com, trashmail.com, guerrillamail.com and thousands of others.

Name:	Sally Smith
Company: ❌	Goldman Sachs
Email:	sally.smith@gmail.com

With the B2B Email Verification API, you can reject form submissions that are mapped to free email, ISP email, and disposable email domains. And request again that the guest submit their B2B email address.

Name:	Sally Smith
Company: ✅	Goldman Sachs
Email:	sally.smith@gs.com

After their true B2B email address has been entered, you can confirm the address as usual.

Differentiator: Profound not only monitors and adds new non-B2B email domains regularly, Profound identifies the **patterns** that these providers employ so that future domains are automatically added to the suppression file. How does this work? Let's look at a real example:

Guerrillamail.com offers disposable email addresses free of charge with a choice from 11 domains (as of December 16th, 2021). The user can select one of these email domains, generate a temporary email, and register on any web form, including yours, and then receive and respond to the confirmation email to verify their disposable email address.

Profound collects these domains and virtually all domains globally (310+ million) and enhances them with over 333 technographic attributes and then identifies a pattern shared by known disposable email vendors. In this case, we see that 10 out of 11 of the domains available share a common IP address where they are hosted – it looks like guerrillamail.biz has a new IP address which we added to
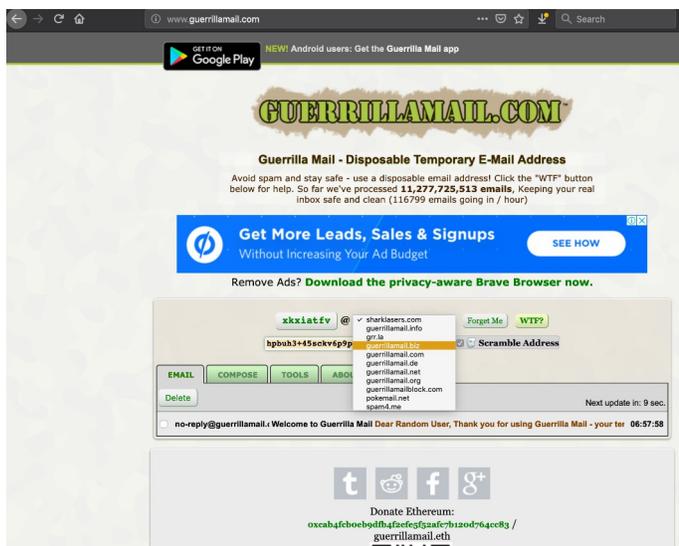
Disposable Domain	IP address
sharklasers.com	167.114.101.158
guerrillamail.info	167.114.101.158
grr.la	167.114.101.158
guerrillamail.biz	**162.255.119.202**
guerrillamail.com	167.114.101.158
guerrillamail.de	167.114.101.158
guerrillamail.net	167.114.101.158
guerrillamail.org	167.114.101.158
guerrillamailblock.com	167.114.101.158
pokemail.net	167.114.101.158
spam4.me	167.114.101.158

the pattern:

We don't know future domains that Guerrillamail will add to their disposable email domain network, but we do know their pattern.

Crucially, we will automatically identify new disposable domains added to Guerrillamail's network in the future.

They will likely host new domains at the same IP address as the others to contain costs. If Guerrillamail changes hosting providers and subsequently the IP address for all of their disposable domains, we have that covered as pattern identification is automated.

Caveat: Tracking Free Email providers and ISPs is a tractable solution. With disposable email providers, their entire value prop is stealth and thus avoiding detection can be an arms race or "Whac-A-Mole".

There is the possibility that a sophisticated disposable email provider can engineer a solution that simply does not have a stable pattern. For instance, every email domain could theoretically have a unique pattern for each individual customer making pattern detection virtually impossible.

This however would exponentially increase their cost and, based on extensive research into this area, we have not seen such an example. Profound cannot claim to have a comprehensive solution filtering out all such services, but we take extensive steps to keep the service up to date and as comprehensive as possible.

The only way to filter 100% of disposable email services is to pivot from suppressing domains to accepting a curated list of accepted email domains. But this of course introduces a new problem that anyone **not** listed would be unable to register. We do not recommend this approach accept for highly curated events where all known participating organizations are known beforehand.

Crowdsourcing: Profound built a custom tool and trained a team of data researchers to continuously research, classify, and add new non-B2B email domains to our suppression file. In combination with email domain pattern identification and corresponding signals as illustrated above, we expect that we deliver the highest quality service available.

How do we know with certainty that Profound's list of disposable domains are really disposable?
Part of Profound's value proposition is collecting empirical evidence that the domains we flag are bona fide disposable domains. We retain a screenshot, where available, from the email service provider. As one example:
https://shots.profound.net/clickmail.info

We make the claim that clickmail.info is a disposable email domain provided by temp-mail.org and we back up that claim with archived screenshot evidence:
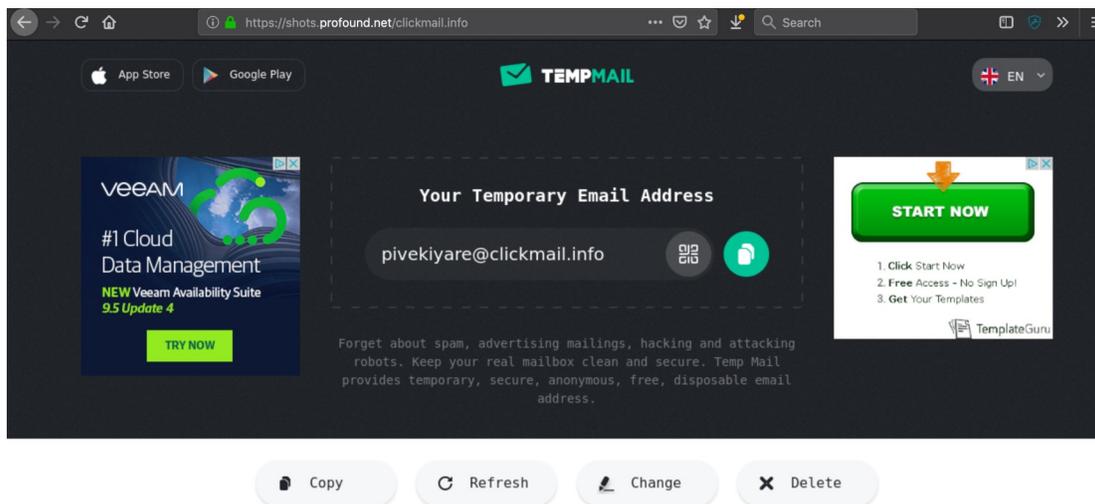
This empirical evidence driven approach allows your organization to have confidence in the designations that Profound assigns to such domains.

We have thousands of known disposable email domains, but our patterns capture many more known disposable email domains today and ensures a level of future-proofing the capturing of disposable emails tomorrow.

In the unlikely event that a domain, that was once part of a disposable email network, gets recycled into a legitimate B2B domain, we retain a digital "paper trail" that provides evidence when that domain was part of a disposable email network. We also periodically refresh the list of disposable domains to make sure that false positives are kept to a minimum.

Let us know if you would like to review a sample file and discuss deploying this valuable service at your company.