

# Data Health CheckUp

Want to know why your emails are undelivered?  
Have you found out how clean your data is?  
Would you like to increase email ROI?

Find out whether your data and practices get you on the 'white list' or get you scrapped in the junk folder with this **Data Health Check Up** checklist.

		Yes	No
1	Is the data in your database verified and validated?	<input type="checkbox"/>	<input type="checkbox"/>
2	If Yes, was verification done on the last 6 months?	<input type="checkbox"/>	<input type="checkbox"/>
3	Have you appended your email database in the last 6 months?	<input type="checkbox"/>	<input type="checkbox"/>
4	Do you have double "opt-in" options in your emails?	<input type="checkbox"/>	<input type="checkbox"/>
5	With multiple emails per user, do you know the "best" email address of your customers?	<input type="checkbox"/>	<input type="checkbox"/>
6	Have you removed "toxic" email addresses from your database?	<input type="checkbox"/>	<input type="checkbox"/>
7	Are you weary of honeypots and spamtraps?	<input type="checkbox"/>	<input type="checkbox"/>
8	Have you tested your email campaign before going live?	<input type="checkbox"/>	<input type="checkbox"/>
9	Do you have an "opt out" policy?	<input type="checkbox"/>	<input type="checkbox"/>
10	Is the size of your database more important than an authentic target audience?	<input type="checkbox"/>	<input type="checkbox"/>

### Scores

- |                   |                     |
|-------------------|---------------------|
| 1. Yes +10 No -10 | 6. Yes +10 No -5    |
| 2. Yes +10 No -5  | 7. Yes -5 No +10    |
| 3. Yes +10 No -10 | 8. Yes +10 No -5    |
| 4. Yes +10 No -10 | 9. Yes + 10 No -5   |
| 5. Yes +10 No - 0 | 10. Yes + 10 No - 5 |

### How Did You Score?

**High Score** – 70-100 – Your Data is Good to GO!  
**Average Score** – 50 – 70 – You Could Improve the Health of Your Data!  
**Negative Score** – Below 50 - Your Data Hygiene Needs a Check Up Immediately!

 **Sign up for a Free Trial and gain access to quality B2B data with Info CheckPoint.**