

SCRUBBY

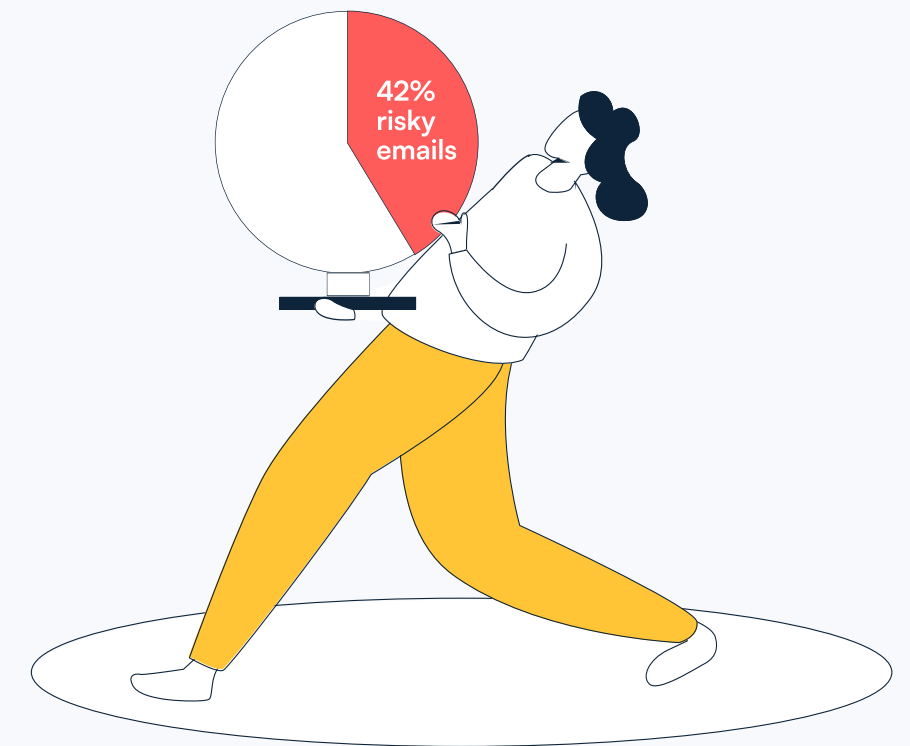
# Problem

On average, **42%** (sometimes as high as 72%) of B2B lists **come back as risky** (or catch-all, or accept-all, or unknown)

On average **23%** (sometimes as high as 37%) of these risky emails **are actually risky and will hard-bounce**

That's why 92% of B2B marketers and SDRs completely discard these risky emails and exclude them from their campaigns.

Low-Confidence Emails from Apollo ("Guessed"), ZoomInfo (70%-80% or B and C Score) or other data providers have much higher percentage of risky (54% compared to 42%) and a higher invalids over-all (46% invalids compared to 8%). That's another segment marketers and SDRs completely discard and miss out on.



# Solution

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Scrubby is the first and only validation tool that actually validates risky and catch-all emails.

- Scrubby boasts a **match rate of 97.8%** because we send actual emails to each address, capturing hard bounces with precision
- Additionally, a leading entity among the top five data players has audited and validated our service already **over 50 million** risky emails

While traditional email verification tools like ZeroBounce and NeverBounce excel at the initial layer of validation and risky email identification, Scrubby isn't intended to replace them. Instead, think of Scrubby as the essential second layer, specifically designed to validate those previously identified risky emails



# Impact

Targeting valid risky emails can yield a 60-120% increase in response rates, primarily because they are often overlooked or discarded

**1.8X**

By validating the average 42% of emails marked as risky, you can enhance your lead list by 1.8 times

**3.5X**

Boost your lead lists by 3.5 times by leveraging lower-confidence email lists

With Scrubby, you can typically amplify your lead lists, sales opportunities, deals, and revenue by 2 to 5 times



# Social Proof

8x8

ORACLE

sisense

Revolut

Linked Hacker

3 of the Top 10

Data Players in the world use Scrubby

3000+

Users

100s

of Cold Email Marketing agencies use Scrubby



Albees

uses Scrubby to validate 500K risky emails a month

They have been able to generate an additional 400 leads for their clients and well over \$120K in incremental revenue which otherwise they would have missed out on.

# Pricing

Choose how big is your list and get personalized pricing. Save up to 33% with a subscription plan

## MONTHLY

	EMAILS		TOTAL
✓	100	FREE	FREE
✓	1,000	\$0.027	\$27
✓	5,000	\$0.0254	\$127
✓	10,000	\$0.0247	\$247
✓	50,000	\$0.02194	\$1,097
✓	100,000	\$0.01997	\$1,997

## PAY AS YOU GO

	EMAILS		TOTAL
✓	100	FREE	FREE
✓	1,000	\$0.037	\$37
✓	5,000	\$0.0354	\$177
✓	10,000	\$0.0347	\$347
✓	50,000	\$0.03194	\$1,597
✓	100,000	\$0.02977	\$2,977

In case of 100,000+ emails, please contact our sales team.

# Summary

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- **Deep Email Validation:** Scrubby ensures up to 97.8% match rate by sending actual emails.
- **Enhanced Lead Lists:** Potential to increase lead lists by 1.8 to 3.5 times by validating risky emails.
- **Improved Response Rates:** Prospecting into validated risky emails can yield 60-120% higher response rates.
- **Substantial Growth:** Utilizing Scrubby can result in an average 2-5x growth in lead lists, opportunities, deals, and revenue.
- **Complementary Role:** Acts as a second-layer tool, supplementing primary verifiers for a comprehensive email validation strategy
- **Personalized offer for your needs:** Save up to 33% with a subscription plan
- **100 free** credits for 7 days

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**SCRUBBY**

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