



Email Deliverability Improvements

PDL SOLUTIONS ENGINEERING



PDL Email Deliverability Improvements

Updated: October 2025

Overview

We're introducing ongoing improvements to how we validate and maintain email data quality within our dataset. These updates are designed to ensure that the emails we provide are more **deliverable, and continuously refreshed** over time.

Our long-term goal is to improve deliverability and improve coverage, so you can rely on a dataset that's both complete and trustworthy. We're starting with deliverability to ensure the foundation of our top-level email data is as high-quality as possible.

What's Changing

Enhanced Email Validation

Beginning in **October 2025**, we're launching new processes to identify and remove undeliverable emails from the two top-level recommended fields:

- `work_email`
- `recommended_personal_email`

Emails identified as undeliverable will be **removed from these fields** and demoted to **the historical `emails` array field**. Most of these updates will affect the `work_email` field.

What This Means for You

1. Ongoing Quality Improvements

Over the next few releases, you can expect:

- Fewer undeliverable emails in the top-level fields
- Higher outreach success rates
- More consistent data quality over time

You may notice some fluctuations in our email coverage and fill rates as validation progresses. Our long-term goal is to increase coverage and improve overall deliverability and quality, but our focus is on improving quality first.

2. Guidance for Data License Customers

If you are Data License customer, please ensure that you:

Review your ingestion and matching logic

- For your ingestion logic: Ensure that your pipelines can accept refreshed email data without assuming fixed counts or email persistence across releases.
- For your matching logic: Consider using the `emails` array in conjunction with top-level fields (`work_email` or `recommended_personal_email`).

Expect ongoing updates, not one-time changes

- Validation and refreshes will occur continuously.
- As a result, you may see some variability in dataset size and fill rates, especially for the Email slice of our Person Dataset.

Monitor for quality gains

- Over time, you should see **improved match rates** and lower **bounce rates**.

3. Guidance for All Customers

For Outreach

If you're using these emails for outreach, we still recommend performing **your own validation** on top of ours before including them in outreach campaigns. Email deliverability can fluctuate day-to-day.

For best practices on using PDL data for email outreach, see our guide: [Email Outreach Guide](#)

For Matching / Enrichment

If you're using emails as a matching field:

- Monitor your **match rates** for unexpected changes over the coming months.
- For **Person Enrichment API** users, the impact should be minimal – our internal matching logic primarily uses the **emails** array which is largely unaffected by these updates.
- **Data License customers** should monitor their ingestion pipelines, workflows, and match rates. If you rely heavily on top-level email fields for matching, consider balancing between them and the **emails** array.

Our **Technical Services team** is happy to advise on the best setup for your use case.

What's Next

Over the coming months, you'll see these improvements roll out gradually beginning in October 2025 (v32.0).

Our long-term goal is to achieve **industry-leading deliverability** across all top-level emails, with **ongoing revalidation**.

Roadmap and Customer Feedback

As we progress with this project we'd also love to get your feedback. The best way to do that is by voting and sharing your feedback with us on our roadmap board.

Here are a few specific roadmap items that we are interested in hearing your feedback on:

- Add **validation status metadata** to the Person Schema ([link](#))
 - Have another idea? Suggest it! ([link](#))
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Summary

The **Email Deliverability Improvements Project** is an ongoing effort to strengthen the accuracy and dependability of our email data. Our aim is to implement these changes gradually as we validate in stages.

For you, this means

- More deliverable, higher-quality emails
- A smoother experience for your teams and end-users

We're here to support you every step of the way. If you have questions or want to understand how these changes may impact your use case, please reach out to your **Customer Account Team**.

Your PDL Solutions Engineering Team ❤️