

Peter Gustafson writing sample
TowerData
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Email Activity Metrics

> Example EAM Response

```
...  
"eam":  
{ "date_first_seen": "2008-04-09", "popularity": 10, "longevity": 3, "velocity": 10, "month_last_open": "2017-07" }  
...
```

The EAM fields evaluate the legitimacy of an email address based on when and how often it has passed through the TowerData database. The `"eam"` field sample response is shown in the example in right column.

The following table displays the EAM field values and descriptions.

Field | Values | Description

Field	Values	Description
<code>date_first_seen</code>	<code>yyyy-mm-dd</code>	The date the email address first appeared in our records. The value <code>now</code> will be returned if the email address is new to the TowerData database.
<code>longevity</code>	<code>0-3</code>	A score when TowerData first encountered the email address.
<code>velocity</code>	<code>0-10</code>	A score reflecting the activity of the email address over the last 3 months.
<code>popularity</code>	<code>0-10</code>	A score gauging the popularity of the email address over the last 12 months.
<code>month_last_open</code>	<code>yyyy-mm</code>	The year and month TowerData last detected an open by the email address in a rolling 12 month period.

The EAM fields are used to evaluation the legitimacy and activity of an email address based on when and how often it has passed through our database.

"date_first_seen" is the date that TowerData first encountered the email address. A "now" value will be returned if the email address has not been encountered before.

"longevity" is a score from 0-3 describing when TowerData first encountered the email address. "velocity" is a score from 0-10 reflecting the activity of the email over the last 3 months as viewed by TowerData.

"popularity" is a score from 0-10 reflecting the popularity of the email as viewed by TowerData over the past 12 months.

"month_last_open" is the month and year that TowerData last detected an open by the email address. It is limited to a rolling 12 months."

EAM fields sit within the “eam” block of the JSON response. E.g. “eam”:
{“date_first_seen”:“2008-04-09”,“popularity”:10,“longevity”:3,“velocity”:10,“month_last_open
”:“2017-07”}

Field Possible Values

date_first_seen “YYYY-MM-DD”

popularity “0”,“1”,“2”,“3”,“4”,“5”,“6”,“7”,“8”,“9”,“10”

velocity “0”,“1”,“2”,“3”,“4”,“5”,“6”,“7”,“8”,“9”,“10”

longevity “0”,“1”,“2”,“3”

month_last_open “YYYY-MM”