Right Party Contact Verification API

Intersecting Data and Compliance to Optimize Customer Engagement

neXXa™ **DigitalSegment**

Introducing the Right Party Contact Verification (RPCV) API

A Strategic Partnership Between Nexxa & Digital Segment

Overview

In today's digital landscape, where lead fraud, TCPA litigators, and wrong-party claims are rampant, businesses need a robust compliance solution that protects their outreach strategies. The **Right Party Contact Verification (RPCV) API** is your safeguard—ensuring every call, text, and customer interaction is legally sound, data-driven, and highly accurate.

Why is **Right Party Contact Verification** Essential?

Imagine calling or texting a lead only to find out it's the wrong party—putting your business at risk for costly fines, legal action, and reputational damage. **RPCV eliminates that risk.**

This advanced API, powered by **Nexxa and Digital Segment**, verifies phone numbers in real-time, with the ability to cross-check against **Do Not Call (DNC) registries, the Reassigned Number Database (RND), and other compliance checkpoints** to help ensure the right contact, <u>every time</u>.

How It Works

Pre-call & Pre-text Validation – Instantly verify consumer phone numbers before dialing or texting.

Fraud Prevention – Identify invalid or high-risk numbers linked to fraudulent lead generation.

Automated Compliance – Stay protected with built-in DNC and RND screening.

CRM & System Integration – Seamlessly integrate into your workflows for real-time verification.

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Key Benefits

- **Seamless API Integration –** Easily connects to your CRM, lead management, or customer outreach systems.

- **Compliance Confidence –** Mitigates risks tied to litigation and TCPA violations.

- **Automated Lead Scrubbing –** Ensures only valid and compliant leads enter your pipeline.

- **Scalable & Fast Processing –** Handles large datasets efficiently without slowing down operations

Ideal Use Cases

- **Lead Verification –** Ensuring direct web-generated leads are authentic and compliant.

- **Customer Outreach –** Enhancing customer service, upsell, and win-back initiatives.

- **SMS & Text Messaging –** Validating numbers before sending outbound messages.

- **Callback Screening –** Preventing misdials and wrong-party callbacks.

Why **Nexxa** & **Digital Segment**?

With over 50 years of combined expertise at the crossroads of data integrity and marketing compliance, Nexxa and Digital Segment are redefining what it means to communicate with confidence. This partnership delivers a best-in-class solution that not only ensures compliance but also optimizes operational efficiency, reduces legal risk, and enhances customer trust.

Let's Talk Compliance & Conversion!

Don't let lead fraud and compliance risks derail your marketing efforts! Learn how the RPCV API can protect and optimize your outreach strategy.

Contact us today to schedule a personalized consultation.

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