Email Deliverability Tips

Why do emails "bounce back"?

- *Unknown Sender*
  - Recipient's server is not accepting e-mails from the sender's address. Can be caused by aggressive spam filtering software
- *Server Busy*
  - Server on the recipient's end is busy and cannot handle the request at that time
- *The Unknown Recipient*
  - Recipient's address does not exist on the mail server (e.g. recipient closed account)
- *Non-existent Address*
  - Misspelled address
- *Not Enough Space*
  - Some mail servers place a limit on the size of an incoming email

What makes an email address "invalid"?

- *Non-Standard Formatting – All email addresses have three things in common*
  - Username (e.g. Jsmith, JohnSmith, John.Smith) containing:
    - Uppercase and lowercase letters (case sensitive)
    - The digits 0 through 9
    - The characters (! # $ % * / ? | ^ { } ` ~ & ' + - = _)
    - A period (**.**) provided that it is not the first or last character
  - The @ symbol
  - Domain (e.g. yahoo.com, bellsouth.net, companyname.com, schoolname.edu)

Solution: Many invalid email addresses are the result of typos. Check your database's "health" by periodically running a Level 3 Query on all profiles with emails addresses and reviewing the results.

Why am I getting "opt outs"?

- *Too Often /Lack of Interest*
  - Well targeted marketing offers the best results. CBMS will only send to a profile no more than every 7 days except for the week of the EZine (which goes to all leisure profiles).
- *Change of Address*
  - Multiple email addresses are the rage. Be flexible and keep the doors of communication open.

Solution: Honor all opt-out requests by un-checking the box next to "Marketing Permission" in each profile. Don't delete the email address unless the account has been closed.