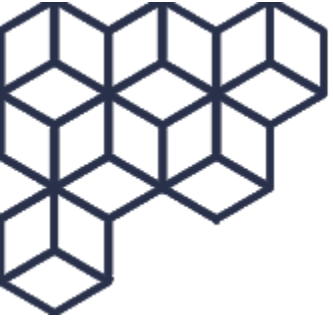


Known Bounces



What is a hard bounce?

A hard bounce is an email message that has been 'returned to sender' because of an invalidity.

The four hard bounces reported are:

- **Invalid Domain:** domain sent to is invalid (e.g. hotmail.com)
- **Invalid User:** local part of address doesn't exist
- **Other Bounce:** undetermined bounce (can be SPAM related)
- **Over Quota:** mailbox full



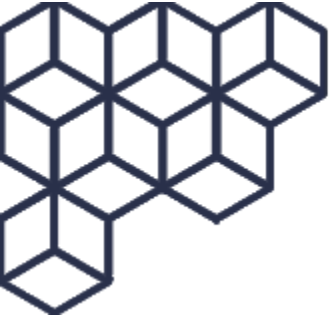


What is a soft bounce?

Soft bounces are direct responses to your campaign, which could be automated. These fall under six categories:

- **Inbox:** a response directly to the email
- **Flame:** a response which contains profanity
- **Blocked:** receiving mail server flagged the email as spam
- **Out of Office:** automatic Out of Office reply
- **Address Change:** response notifying of address change
- **Temporary Notice:** general temporary notice reply





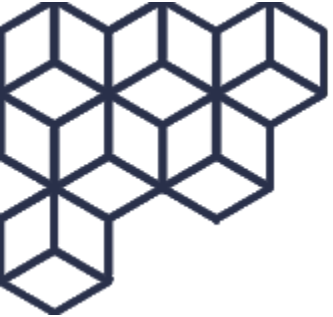
What is a known bounce?

An address is categorized as a known bounce when three or more **hard bounces** occur over 16 consecutive days, with no **soft bounces** or successful deliveries in between.

Should a contact bounce 3 times over 16 days, with no successful deliveries, MessageFocus will define them as 'Previously Bounced' and add them to an automatic suppression list. This means that campaigns will not be launched to these email addresses, meaning your deliverability shouldn't be affected.

This is a good thing.



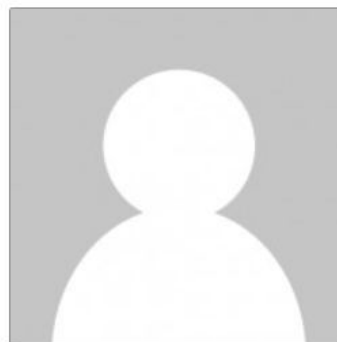


Hard Bounces

Laura Clifford bounced 3 times within a 14 days.

lclifford@farrwestengineering.com (19337340)

[Back to contacts](#)



ID	19337340
Created	07 Dec 2018 11:24
Location	Reno, United States
Email clients	Unknown

Map Contact Data List Management List History **Events** Unsubscri

Filtering on Event column [Show all](#)

Date	Event	Launch	Campaign	Project
29 May 2019 10:05	Invalid User	68354	FC19 Save the Date	2019 Fall Conference
24 May 2019 13:15	Invalid User	67906	LastWord_052419	Last Word
17 May 2019 15:00	Invalid User	66989	LastWord_051719	Last Word
10 May 2019 17:00	Invalid User	66055	LastWord_051019	Last Word

[Download](#) Showing up to 10 20 50 100 rows





Known Bounce

Adestra suppresses Laura from any future campaigns to help protect your email reputation with the email client.

lclifford@farrwestengineering.com (19337340)

[Back to contacts](#)



ID	19337340
Created	07 Dec 2018 11:24
Location	Reno, United States
Email clients	Unknown

Map Contact Data List Management List History Events Unsubscribe Lists

Date	Event	Launch	Campaign	Project
31 May 2019 14:00	Known Bounce	68737	LastWord_053119	Last Word
29 May 2019 10:05	Invalid User	68354	FC19 Save the Date	2019 Fall Conference
29 May 2019 10:05	Sent campaign	68354	FC19 Save the Date	2019 Fall Conference
24 May 2019 13:15	Invalid User	67906	LastWord_052419	Last Word






Invalid User



The email address no longer exists at the domain. Typically implies the contact is no longer with the company.

Laura left Farr West Engineering 8 Months Ago.

LinkedIn People Laura Clifford, P.M.P.




Laura Clifford, P.M.P.
Project Manager at NV Energy
Reno, Nevada Area · 273 connections

 NV Energy
 University of Nevada-Reno

[Join to Connect](#)

Experience

-  **Associate Project Manager**
NV Energy
Mar 2019 – Present · 8 months
Reno, Nevada
-  **Project Management Assistant**
Farr West Engineering
Nov 2016 – Mar 2019 · 2 years 5 months
Reno, Nevada Area





What happens if I continue to send to bouncing addresses?

- **Decreased email deliverability** - As your deliverability rate lowers, so does your reputation with internet service providers (ISPs). A poor reputation will lower your deliverability even further.
- **Caught in Junk folders** - If your company is known for sending to unresponsive, closed or inactive email accounts then there's a higher chance that your emails will get flagged and redirected to the junk folder.
- **Hurt Your Reputation** - Clean your email data regularly to weed out any problematic addresses and prevent unnecessary damage to your reputation. Your domain reputation reflects permanently on your brand and will follow you wherever you go—even if you change servers or switch email service providers—and it plays an increasingly large role in deliverability.
- **Increase your sending costs** - Email data degrades at an estimated rate of around 22% per year as people switch jobs, change addresses or otherwise disappear from the digital space. If you haven't cleaned your list in a year then you are paying to send emails to accounts that are no longer active.



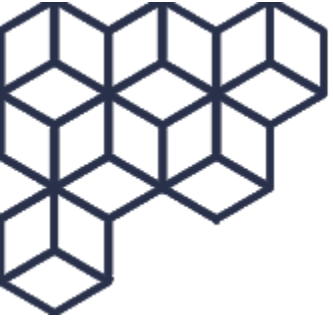


How do I keep people off the known bounce list?

If campaigns are bouncing it is good practice to either try and update the contact information or remove them from your contact lists. This will prevent them from being sent any further campaigns and keep them from being added to the known bounce list.

Removing bounced addresses from your lists is one of the most important things you can do to achieve good deliverability.





How is this a good thing?

The system is in place **across all clients** to ensure good deliverability for everyone. So even if another one of MessageFocus's clients also has the same email address in their list, and it meets **the known bounce criteria**, they will not be able to send to them, as we know this email address to have previously bounced.

By preventing sends to email addresses that we know bounce, we increase deliverability. This protects MessageFocus's reputation as a sender, and therefore, your reputation. Once an address is on the previously bounced list, they cannot be sent to via MessageFocus.





It's not a bug. It's a feature.

Think of your sender score as your credit score. The higher it is, the more mailbox providers are going to trust you. When it's low, your emails won't be delivered, or your domain will get blacklisted and you won't be able to deliver to that mailbox at all.

The known bounce list is helping you keep that sender score up by not allowing you to continue to send to those contacts, thus keeping you from being blacklisted.





Known Bounce List Validation

If you are wanting to proceed here, you will want to run your list through a list validation tool to find out how clean is your list? The following are categories of where your data could fall and we can further consult with you. Usually this work is done under a block of consulting hours.





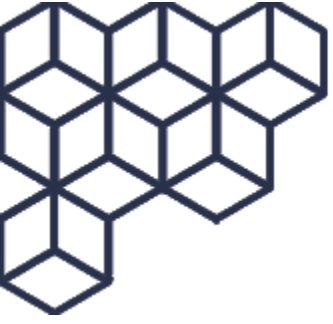
Known Bounces

These are the emails on the known bounce list.

We can run this list through a validation tool to find the valid emails.

Note: Only approximately 10% of all known bounce emails are found to be valid emails and even then they can end up on the known bounce list again.





Invalids

These emails are invalid and should be deleted from your mailing list.

Sending emails to these addresses will hurt your reputation.





Do Not Mail

Unknown emails are where the email address looks good, but the associated domain is not responding. This could be a temporary status for domains having intermittent issues or a permanent issue for dying domains.

Do not mail - These emails are of companies, role-based, or people you just want to avoid emailing to.

These types of emails are considered risky and should not be sent to in most cases.



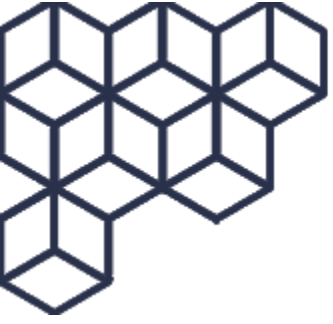


Spam Traps

Spam traps are a spam prevention method. Internet Service Providers (ISPs) and blacklist providers create spam traps to lure in spammers and block them.

Spam traps don't belong to an individual and have no value in outbound communication. Since spam trap addresses never opt-in to receive emails, any inbound messages would flag the sender as a spammer.

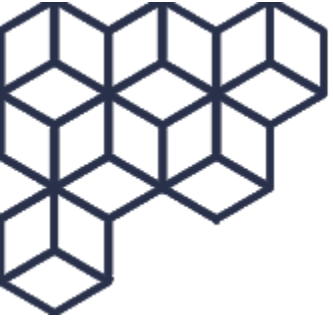




How to Avoid Spam Traps

- Engage your customers regularly and segment out any unresponsive addresses.
- If you've already purchased a list, always run it through an email validation service to avoid spam traps and abuse emails.
- Periodically validate your list to avoid recycle traps.





Catch-all

These emails are impossible to validate without sending a real email and waiting for a bounce.

The term Catch-all means that the email server tells you that the email is valid, whether it's valid or invalid.

If you want to email these addresses, I suggest you segment them into a catch-all group and know that some of these will most likely bounce.



