How to Manage Bounces

Constant Contact®

1601 Trapelo Road

Suite 329

Waltham, MA 02451

www.constantcontact.com

How to Manage Bounces

This guide explains why, when, and how to manage contacts that bounced (did not receive an email you sent them).

Why should I manage bounces?

- Your communication and marketing efforts can only be effective if your messages reach your contacts.
- You will have more room in your pricing tier when you remove contacts that will never receive your emails.

When should I manage bounces?

As with other email reporting, you can start to see bounce information soon after your campaign is sent. Some bounces can take a little time to process, so complete details are typically available in three to four days. You can get details on an email's bounce report and a specific contact's bounce history for 90 days, and only summary information after that.

How do I manage my bounces?

What you should do with a bounced email address depends on why it bounced and how long it has been a consistent issue. Follow the three steps below to manage your bounced email addresses.

Step 1: View an Email's Bounce Report
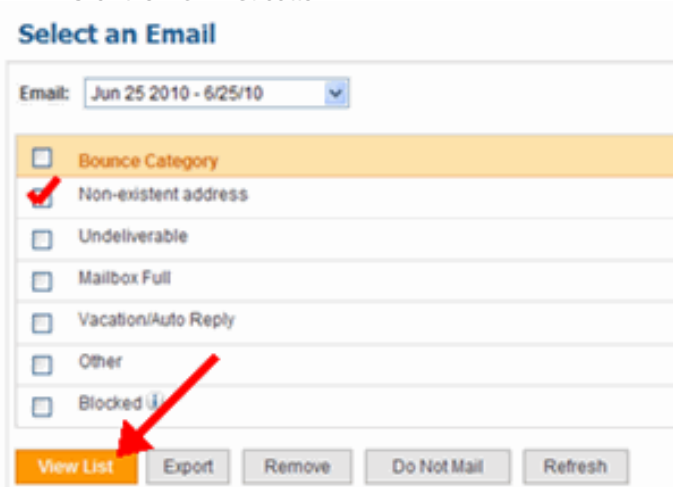
To see the number of contacts that did not receive an email and why:

1. Click **Email Marketing** > **Reports**.

2. Find the row with the email of interest and then click the hyperlinked number in its Bounces column.

3. View the number of email addresses in each bounce category for that specific email.

Step 2: See Which Contacts Bounced

If you opened a bounce report for an email sent within the past 90 days, you can view the contacts in each bounce category.

1. On the email's bounce report, where you see the number of email addresses in each bounce category, select the check boxes for the bounce categories of interest.

2. Click the **View List** button.

Step 3: Manage Contacts in Each Bounce Category

What you should do with each bounced email address depends on why and how consistently it bounced. Follow the suggestions in the table below for each category on a bounce report that lists bounced email addresses.

Managing Bounces by Category

Bounce Category	What it Means	Reason	What to Do
Non-existent address	The ISP (such as Hotmail, Gmail, etc.) tried to deliver your email, but it couldn't find an email inbox with that address.	The address has a typo or it was deactivated by request or inactivity (the average lifespan of an email address is one year).	• Correct obvious typos. • Use other means to ask contact if they have a new email address. • If you know the email address is correct, contact Customer Support. • Add the email address to your Do Not Mail list if it bounces consistently.*
Undeliverable	The ISP (such as Hotmail, Gmail, etc.) didn't accept the email. We tried resending the email for three days with no luck.	The ISP's hardware wasn't able to process the email at that time.	• No immediate action required. Continue to send emails, as the problem will sometimes get resolved on its own. • If the email continues to bounce consistently, remove the address from your lists.*
Other	The email was returned, without a reason that we could automatically detect.	The ISP did not use a standard message to explain the reason for the bounce.	Do not remove email addresses in this category from your contact list. Do not resend the email to these contacts.

Blocked	The ISP (such as Hotmail, Gmail, etc.) chose not to deliver the email.	The ISP may: • have concerns about the email's content. • reject emails sent from large email service providers (such as Constant Contact).	• Use Constant Contact's form letters to tell your contact and their ISP that your email is blocked. • To reduce the chance that your emails will be blocked for content issues, use Constant Contact's Spam Checker tool before sending an email.
Mailbox Full	The ISP (such as Hotmail, Gmail, etc.) tried to deliver your email, but the contact's inbox didn't have enough space for it.	• Your contact hasn't been deleting enough emails to make room for more. • The address could be abandoned (the average lifespan of an email address is one year).	• Use other means to ask the contact if they have a new email address. • Add the address to the Do Not Mail list if it appears in this category three consecutive times over a 30 day period.*
Vacation/Auto Reply	This is not really a bounce; it is information we received when the ISP delivered the email to your contact.	Your contact turned on a feature that automatically sent an email back to let you know it will be a while before they see your email.	No action required.

*Note: To find out if a specific contact has been bouncing consistently over a 30 day period, view the contact's bounce history:

1. Go to **Contacts** > **Manage Contacts**.
2. Type the contact's email address in "Search Contacts" and click **Search**.
3. Click the "Details" link for the contact to display the "Contact Details" page.
4. Select the "Bounce History" link in the left sidebar.

If the contact bounced three consecutive times in a month, add the contact to your Do No Mail list with the steps in the next section. If possible, use other means to ask the contact if they have a new address.

How do I Remove Bounced Email Addresses?

To *remove contacts* from all of your contact lists while viewing an email's bounce report:

1. Go to **Contacts** > **Manage Bounces**.
2. Select the email name from the drop-down menu.
3. Select the bounce category.
4. Click the **View List** button.

5. Select the email addresses that have been bouncing consistently.

6. If there is any chance you will want to re-add these email addresses to your account in the future, click the **Remove** button.

To prevent yourself from accidentally re-adding the addresses to your list in the future, click the **Do Not Mail** button *instead* of the **Remove** button.

The contacts will be removed from all lists but will still appear in the email's bounce report for 90 days.

Note: The **Export** button does not remove contacts from your lists. It saves the bounced email addresses to a file you can keep on your computer for your own records.

How do I Resend an Email to a Bounced Email Address?

To *resend* an email to a contact that wasn't able to receive it the first time:

1. To open the email's Details page, go to the **Email Marketing** > **My Emails** page in your account and click the email name link.

   Note: You cannot edit the email before you resend it.

2. On the Email Details page, click the **Resend Options** button.

3. Choose "Enter email addresses" and click **Next**.

4. Type or paste only one address per line and click **Next**.

5. Schedule the delivery time and click **Finish**.

We Need Your Feedback!

Share your thoughts about this guide at: http://survey.constantcontact.com/survey/a07e39ah96qgij2drmc/start

---