

List Management

Do Remove distribution email addresses from your lists, such as webmaster@company.com.

Do Remove email addresses with the word “spam” in them.

Do Use list hygiene to correct any misspelled, invalid, email addresses that bounced, such as bob@alo.com or steve@gmailcom.

Do Use a list appending and ECOA service to keep your lists up-to-date.

Do De-dupe your lists to ensure subscribers only receive one copy of your email messages.

Do Pay attention to your message bounce reasons and handle accordingly.

Do Remove subscribers who generate an invalid hard bounce immediately.

Do Monitor subscribers who generate a soft bounce to see if messages are delivered within a few delivery attempts - if not, remove them from your lists so you don't damage your reputation.

Do Monitor Spam complaints and remove any subscribers who reported your message as spam.

Do If former complainers try to re-subscribe to your list, use the double opt-in method to reconfirm their subscriptions - if they complain again, ban them from your lists.

Do Ensure your lists do not contain spam traps or honeypots by removing inactive subscribers.

Caution Rely on subscribers to update their profiles in your preference center as the data might not be complete or up-to-date.

Do Use dynamic profiling to capture user data, such as product interests, time emails are being opened and read, etc.

Don't Use separate lists for each segment of your audience.

Do Keep one master list and use dynamic content to segment your audience to send targeted, relevant messages.

Do Use an email marketing solution that is integrated with web analytics to capture the data that occurs after the click.

Do Monitor your lists and measure fatigue.

Do Reach out to your inactive subscribers with special offers to try to re-engage them.

Do If you cannot re-engage inactive subscribers, ask them to reconfirm their subscription to your list before it expires.

Do If you still don't hear from the inactive subscribers, either remove them from your list or segment that group so they no longer receive your messages.

Do Give your subscribers an easy way to opt-out of your email list.

Do If you have multiple lists, use a global suppression list to ensure you do not continue to mail to recipients if they opted-out of one list but belong to another.

Do Monitor unsubscribes so you can notice any trends, such as subscription source, domain, topic, or time email was sent.

Do Analyze your lists by domain to catch any issues.