Email List Management

Is your SPAM report rate higher than 0.05%?

Is your UNSUBSCRIBE rate of email sent exceeding 1%?

Is your BOUNCE rate of email sent exceeding 2%?

Is your OPEN rate below 10%?

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Time To SPRING CLEAN Your EMAIL LIST!

- Do you send emails to groups regularly?
- Have you sent emails to groups in the past 6 months?
- When was the last time you measured results of emails sent?

In order to ensure success and maximum effectiveness of email marketing campaigns, an integral contributing factor is an updated database. Implementing an efficient List Management System is essential in nurturing active target audience as well as attracting new readers. The fundamental process involves:-

1. List Hygiene Process

2. Manual Verification

3. Re-verification Process

List Hygiene Process

Information generated from websites such as web forms and registration forms is recorded by users and therefore needs to be verified and validated. More often than not you may find inaccurate data entered by users and with email addresses incorrectly typed, appending is essential in creating a clean database with credible contact information. Using List Hygiene products or creating a front end web program to prevent users from entering erroneous information are some of the ways of ensuring that data is as clean as possible.

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Manual Verification

And while List Hygiene products do append email lists, not every error through user generated data can be corrected through an automated system. Sometimes systems complicate processes and inaccuracy can be detected more effectively manually than through a computer generated program. For instance, through a simple scan of a list issues such as the following errors can be identified:-

    user@gmail.com
    user@yahoo.com
    user2@hotmail@com

This manual verification helps in adding contacts which a List Hygiene product would have excluded because of incorrect entry. Therefore many contacts slip through the database for the sole reason that the email is entered incorrectly.

Re-verification Process

In order to develop a high quality database, re-verification of users is necessary. Every 6 to 9 months, a mail needs to be sent to users encouraging them to re-validate their details and re-verify their wish to continue receiving mails. This not only ensures data is updated it also provides users with an opt-out option to avoid sending emails to those who are not interested.

Be-aware Of The Spamtrap

While it may not be necessary to store details about verification such as date, time and place of sign up, it is essential to maintain a master database. This master copy should not only include contact information but data on verification too. Storing Verification Information records how, when and where users have signed up (such as through trade shows, web forms, direct mails), which can provide useful insights.

Why Store Verification Information?

● Users normally forget when and why they have signed up and wish to know how you obtained their contact details. Maintaining a master database will provide ready answers to such queries.

● Another important reason to store verification information is that sometimes, emails retire and get labeled as 'spam-trap'.

When Old is too Old

● If you have not sent a mail to the email address for over 3 months, you need to verify the address.

● If an email address is over 6 months and you have not sent a mail, you really need to verify the address.

The older the email is the higher the probability of it having changed hands or getting categorized as 'spam trap'. This is especially applicable to ISP addresses like Yahoo, Gmail, AOL and Hotmail. In the current dynamic, virtual business environment, even corporate addresses are changing rapidly, therefore making verification and updating the order of the day.

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"What is Spamtrap?"

A spamtrap is an email address assigned to a pool that has not opted-in to receive emails or have never signed up to receive any emails. This is what is followed, literally!

● **When are emails sent to the 'spamtrap' pool?**

Many websites move email addresses to spamtrap pools after a certain amount of time (18 months to 2 years) or after they have been retired

Addresses that are inactive for many years are considered as old user data and included in retired spamtraps

● **Legitimate Spamtraps**

'Honey Pots' or spamtrap pools are legitimately set up to capture would-be Unsolicited Commercial or Bulk email (UCE or UBE). These addresses have ever signed up, sent email or been used to send or receive email. These are considered actual spamtraps and are included in lists solely by guessing techniques.

● **When a Spamtrap Is A Spamtrap**

When no matter how the address was placed into the spamtrap pool, the ramifications of delivering to this email inbox is still the same and is not good.

● **Where does the email in a spamtrap go?**

1. When an email is included into a spamtrap, it could be as simple as getting it deleted.

In most cases, the first delivery into a spamtrap elicits a warning email.

2. However, in many cases, the email administrator will send an email to the Abuse department of the 'sender' and/or the service provider alerting them to this fact.

3. In some cases, the email will be sent to blacklisting bodies, such as Spamcop.

4. Some mail administrators will silently mark the site as blackholed (to prevent all future email from being delivered to their entire site).

5. Some take even more drastic action by trying to get the sending company's site cut off from their ISP.

The point here is 'there are ramifications to sending emails into spamtrap addresses", so be-aware and beware.

● **Escaping the Spamtrap Trap**

1. The primary way to prevent sending to spamtrap addresses is to remove old addresses that have 'bounced' from your list. Do not try to send them mails once they have been removed.

2. The older an address becomes, the more likely it is to become a spamtrap, especially when ISPs merge and/or go out of business.

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Spamtraps Can…

Spamtraps Can…

- Negatively affect the reputation of your company

- Can impede your email campaigns (present and future)

- Can make it difficult for the Email Service Provider to manage you as a client

- Can indicate poor list management practices

Spamtraps Do Not...

Include addresses which are updated, verified and validated

It's Time To….

- Implement the list hygiene process
- Verify
- And re-verify
- Be-aware of spamtraps

CONSIDER THIS….

A Spam Filter considers Sender Reputation more than 70% of the time as a condition to deliver or not deliver an email.

"Improving your reputation also greatly helps your deliverability rate, which averages about 80%", according to ReturnPath.com

■ **Call Us:** 888-225-8006

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