



# Why Do Your Emails Bounce?

## *...and what you can do to fix it!*

You are getting ready to launch your first Conduct™ promotion and you've got your Contact Manager loaded with emails ready to go. Before you hit the "launch" button, it's time to understand why some of your emails might bounce so you can fix those addresses before you launch.

### 1. The Email Address Doesn't Exit

There are several reasons for non-existent email addresses. 1. The person left the company. 2. You had a typo in the address 3. The person gave you a fake email (yikes!)

### 2. It's "Undeliverable"

Emails are always hosted on a server. Sometimes that server may be unavailable, be "down", overloaded or have crashed. If emails are undeliverable multiple times, that email server is gone forever.

### 3. The Mailbox is Full

If emails are never cleaned out of a mailbox, then that email inbox could be full and not able to accept new messages. This may mean your contact no longer uses this email.

### 4. Out of Office/Auto Reply

This may seem like your email has bounced, but in reality it likely has been delivered to the recipient. This is good news unless it keeps happening for months. Then, it's time to remove that contact.

### 5. Blocked Emails

Sometimes organizations or government agencies block emails from being delivered. The only thing you can do here is to get in touch with the contact to have your email unblocked by the IT department.

### 6. Who Knows?

Sometimes you don't get a reason that they bounce, but it good fall into one of the categories above. Just watch repeated bounces for signs the email is not valid.

### Reducing Bounced Emails

Check out the pages inside this catalog (email) for very inexpensive services you can use to test your emails out to verify that they are valid and can be delivered to. The cost is just pennies and can help you understand what emails work and which emails need to be discarded.