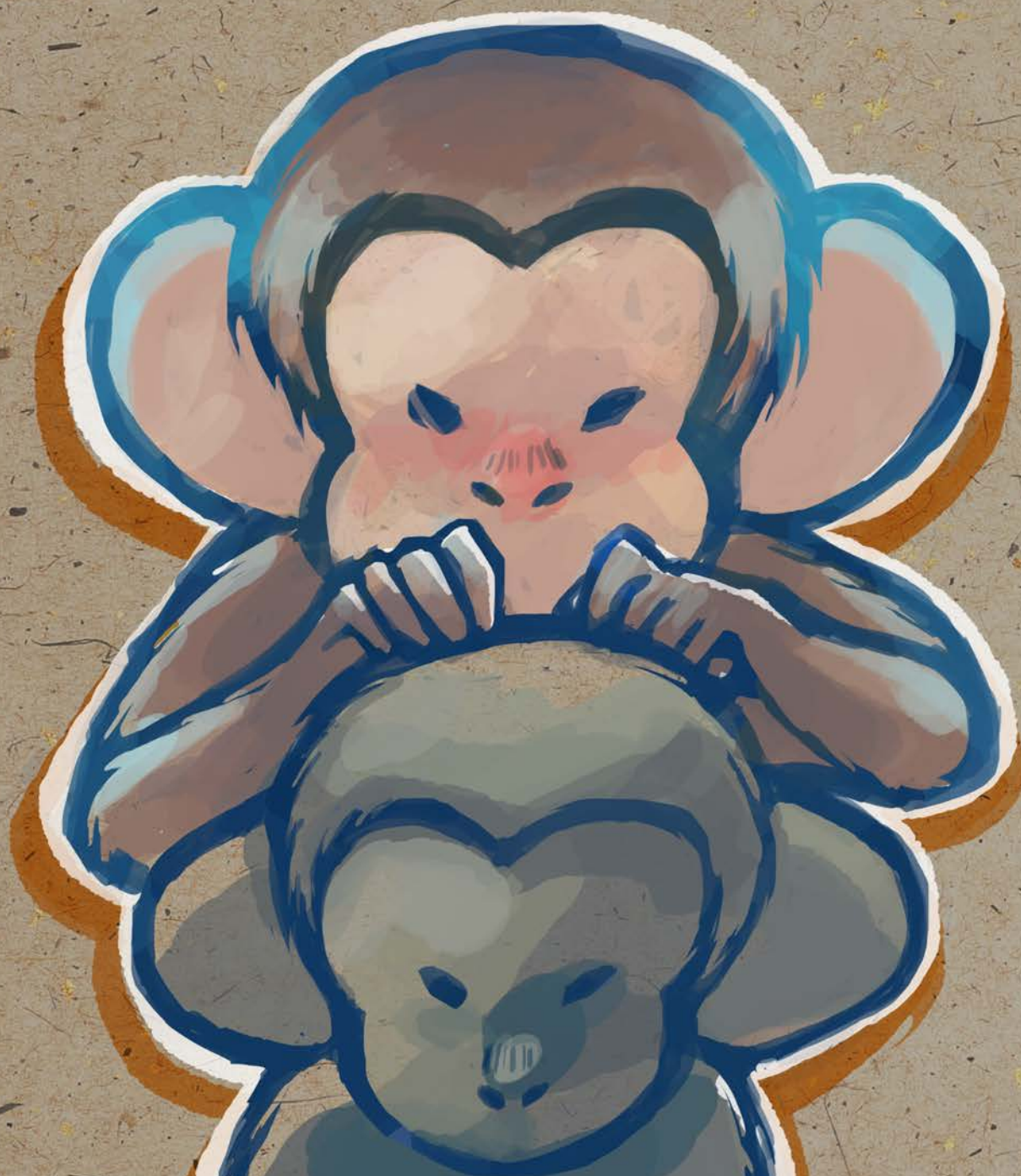


BOOST CAMPAIGN PERFORMANCE: LIST CLEANING

with Maxmail



What's Inside

Before you think about sending another email campaign, it's time to spring clean your list of subscribers and make sure they're up to date.

Cleaning your lists on a regular basis ensures your email delivery rate is as high as it can be. Get to know your lists and understand why cleaning it regularly is in your favor when performing in open rates, ROI and beating spam filters.

In this guide you will learn:

- Why clean your lists regularly
- How to clean your list
- Decrease bounces and increase opens
- How to manage bounces
- Removing subscribers
- The Predictive Bounce Back Handler

Need help? Contact our [support](#) team or [Live Chat](#) with one of us now. Or if you prefer, our [Support Docs](#) can take you through step-by-step.

Boost your campaign performance now. Let's get started.

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Why clean your list?

If your email list is unmanaged you will highly cause spam complaints, undelivered messages and unsubscribes, emails won't be opened and your content is wasted.

Internet service providers, spam filters, and email security services exists to block emails which don't meet certain thresholds for a suitable email campaign. Consider the following:

- 30% of people change their email address annually
- Manage bounce rates to increase your open rates
- Remove inactive subscribers
- Email fatigue can reduce your open rates
- Launch a re-engagement campaign to decide who on your list you should retain and who you should remove

Cleaning your lists of bad addresses and unsubscribes will help you avoid spam complaints, increase open rates and ROI and improve marketing results.

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Know your lists and avoid being blacklisted by ISPs

If you attempt to send email to your list of subscribers with too many invalid, non-existent, bouncing email addresses then your mail servers, content, as well as all IPs associated with your campaigns could end up on very severe blacklists. Know your list!

Clean data always produces best results

Sending good emails to bad lists is worse than sending bad emails to a good list. Even a marginal difference in list quality can result in a major difference in the final outcome.

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How to clean your list

After importing contacts into a list in Maxmail, the list is put through a built in cleaning process to ensure the list is clean and good for use in a campaign. During this process Maxmail will automatically delete blank entries and flag invalid email addresses for your review.

Reasons for email addresses to be flagged are poor format or typos. Maxmail attempts to automatically fix these for you. When an email address does not exist or is inactive, we will mark those as invalid as well.

If the total number of invalid addresses in a list is greater than a certain threshold, you'll need to manually verify these entries before you can use the list.

1. Removing duplicates

Duplicates in a list is automatically flagged for you to manually process. You can process duplicate records in one of two ways:

1. Keep one record and delete all others with no bias toward any one occurrence of the record.
2. Merge duplicate records based on certain criterion being met. You will be asked to select one of the duplicate records to be a master. All other duplicate records are then merged into the master.

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2. Manually remove bad addresses

Email addresses in your list can turn bad overtime. Check your bounceback reports to identify and remove bad/invalid addresses from your list on a regular basis. Run a duplicate address check as well to remove dupes from your list. Not removing bad addresses from your lists on a regular basis can damage your standing with your ESP.

3. Manually remove unsubscribes

When you receive an unsubscribe request from a lead who no longer wants to be on your list, they should be promptly removed.

Forgetting or not promptly removing your unsubscribes could hurt your sender reputation if your unsubscribes receive further emails from you and mark them as spam.

4. Look for alias addresses

Alias addresses are addresses such as contact@, support@ and sales@company.com. These often cause delivery failures as all the addresses associated with them may not have opted-in to receive your emails. Find these in your email lists and remove them.

5. Re-engage inactives

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Inactive leads are those who have been on your list for a long time who may not be opening, reading and clicking on your emails after a certain amount of time. You should consider moving their email addresses to an inactive list or delete them altogether.

Before removing these subscribers, attempt to re-engage first by sending a re-engagement email campaign. Ask inactives to update their email frequency preference or offer a special deal using a strong call to action to re-engage these subscribers. GAP provides a good example of a re-engagement campaign. A 'We Miss You' email gives the subscriber an option. 'Yes let's stay in touch' is linked to a strong call to action of '50% off your next purchase' or the subscriber can unsubscribe below.



If they are still not interested, move them to the inactive list or consider deleting them.

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6. Segment your list

Now that your list is cleaned and contains only active contacts, consider segmenting your list. Segment by metrics such as demographics, buying behavior, location for example. Segmentation lets you launch targeted campaigns to a customer base predisposed to look favorably on your offer. Sending emails targeted to specific groups of people on your list helps cut down on unsubscribes and spam complaints. Segmentation also helps you produce relevant content people want to read, keeping your sender reputation high, increasing potential conversions and sales from your campaigns. Read more about how to segment in our ebook “**Segment For Success**”.

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Cleaning your list using ListWise

- Import your file into ListWise. Accepted formats are: CSV, TDV, TXT, ZIP archive, GZIP archive, RAR archive.
- Once your list is imported, select how you want your list cleaned.
- ListWise then cleans the following for you:
 - Removes duplicate email addresses
 - Removes bounced email addresses
 - Removes invalid email addresses
 - Fixes common email address typos such as .com instead of .con
- During the cleaning process, ListWise lets you collect additional data such as age, gender and location if available. To collect additional data tick the “Gather additional data” checkbox.
- You can also tell ListWise to separate your list into 4 categories for export: clean, invalid, bounces and duplicates.
- On completion, you can download your cleaned list and import this back into Maxmail.

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Predictive Bounce Back Handler

Here at Maxmail, we have an advanced tool for bounce back processing - we call it predictive bounce back handling.

This tool predicts, up to 95% accuracy, which email address is going to produce a bounce. Not just a simple "is this email address valid?" check, we take into account every possible SMTP response code as communicated by the ISPs around the world, analyze and predict whether or not the email is going to be delivered.

The number of bounced emails in your list determines the deliverability of your campaigns. The higher the number of bounced emails, the lower your deliverability rate.

Once the list has been processed, you will have the option of getting rid of the bounced/invalid email addresses.

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