MATT BACAK'S CHECKLIST

Checklist 10 - Minimizing Email Bounce Rate

Project Name: _____

Date: _____

Yes   No

Email bounce rate refers to total percentage of the number of addresses that did not receive your email for various reasons. While email bounces compromise the effectiveness of your email campaigns, a certain percentage of the bounce rate (about 2%) is considered healthy. Bounce rates are categorized as either soft bounces or hard bounces. The soft bounce (healthy) is often temporary and is mostly a result of the email server being overloaded. In most cases, soft bounces become successful after multiple resending attempts by your email service provider. Hard bounces are however considered permanent and pose more serious consequences to your email campaigns. While your ESP will often try to remove email addresses that lead to hard bounces, it is important to regularly check your subscriber list to keep it clean and to further countercheck your emails for errors before sending. This checklist provides a guide on how to minimize your email bounce rate.

1

Have you verified your email lists?

☐ ☐

2

How often do you clean up your list?

☐ ☐

3

How reputable is your IP address?

☐ ☐

Notes

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4

Is your domain verified?

5

Have you included double opt-ins to minimize fake emails?

6

Is your email content spam free?

7

Do you have segments based on engagement rates?

8

Have you considered launching retargeting and re-engaging campaigns for your dormant subscribers?

9

Have you AB tested your subject line and email copy?

10

Do you have a set schedule for sending your emails?

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11 Have you identified the appropriate frequency for your different segments?

12 Are you using free sender domains?

13 How reputable is your ESP?

14 Have you tested the design of your CTA and landing pages?

15 Are your emails engaging?

16 Have you removed email addresses that lead to hard bounces from your list?

17 Is your opt-in focused and relevant to your target audience?

18 Does your signup form contain a good captcha system?

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19 Do you monitor and evaluate email deliverability and performance regularly?

20 Have you considered including drip sequences in your emails?

21 Do you send your subscribers an "update profile form" to record changes in their email addresses?

22 Have you consulted third party list verification services?

Note:

• *Consider using a professional domain for your business as opposed to the free ones the likes of Gmail or Yahoo.*

• *Emails from free domains have a higher likelihood of being marked as spam.*

• *Tools such as Sendinblue send form to your list in order to record changes in email addresses.*

• *Consider tools such as campaign monitor for your third party list verification services.*

Notes

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