

Email Marketing
MANAGING BOUNCES

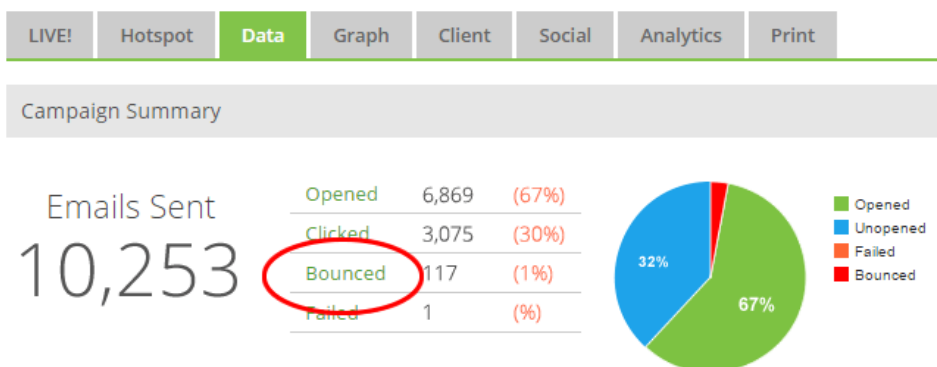


Managing Bounced Email Addresses

NewZapp automatically handles email bounce-backs for you – these are emails returned (undelivered) for any reason, e.g. incorrect or non-existent addresses, delivery delayed etc. These are recorded and displayed in the NewZapp Track section, allowing you to review, correct or remove them from your subscriber database.

Viewing Campaign bounces

Open an email campaign in the Track section of your account. Click on the 'Data' tab and then on 'Bounced' in the Summary section at the top.



In the bottom part of your screen all the bounced email addresses will now be listed. These are categorised by colour between hard (highlighted in Red) or soft (highlighted in Orange) bounces.

Hard bounces are automatically unsubscribed from your account for you as these are the type of bounce that means the email address does not exist.

Soft bounces are also automatically unsubscribed from your account according to the Bounce Threshold set in your account settings (see below).

If you want to unsubscribe soft bounced email addresses from your account yourself, use the check boxes to select particular email addresses and click the 'Unsubscribe' button at the bottom of your screen. On the 'Unsubscribe' pop-up which opens, choose from the options and click the 'Unsubscribe Now' button.

<input type="checkbox"/>	Email Address	Unsubscribed	Bounce Message
<input type="checkbox"/>	xxxx.xxx@xxx.xxx.com	Yes	Reporting:mta1-05.newzapp ...
<input type="checkbox"/>	xxx_x@xxxxxxxx.xxx.co.uk	No	Reporting:mta1-05.newzapp ...
<input type="checkbox"/>	xxx\xxxx@xxx.xxxxxxxxx.org	No	Reporting:mta1-05.newzapp ...

At the bottom of the table are buttons: View [Open/Click Rates], Customise, Group, Export, **Unsubscribe** (circled in red), and Resubscribe.

Please note that this action is permanent.

Unlike deleting a contact from your account, unsubscribing ensures that they are prevented from ever being uploaded into the account again by mistake.

Unsubscribe

- Unsubscribe **selected subscribers (0)**
- Unsubscribe all **hard bounces (4)**
- Unsubscribe all **soft bounces (65)**

Unsubscribe Now
Cancel

Setting your Bounce Threshold

Within your NewZapp settings you can select a soft bounce threshold, i.e. how many times you want a subscriber's email address to soft bounce before NewZapp automatically unsubscribes that email address from your account.

The default setting of 'Unsubscribe after 3 bounces' means that once an email address has soft bounced 3 times, it will be automatically unsubscribed from your account.

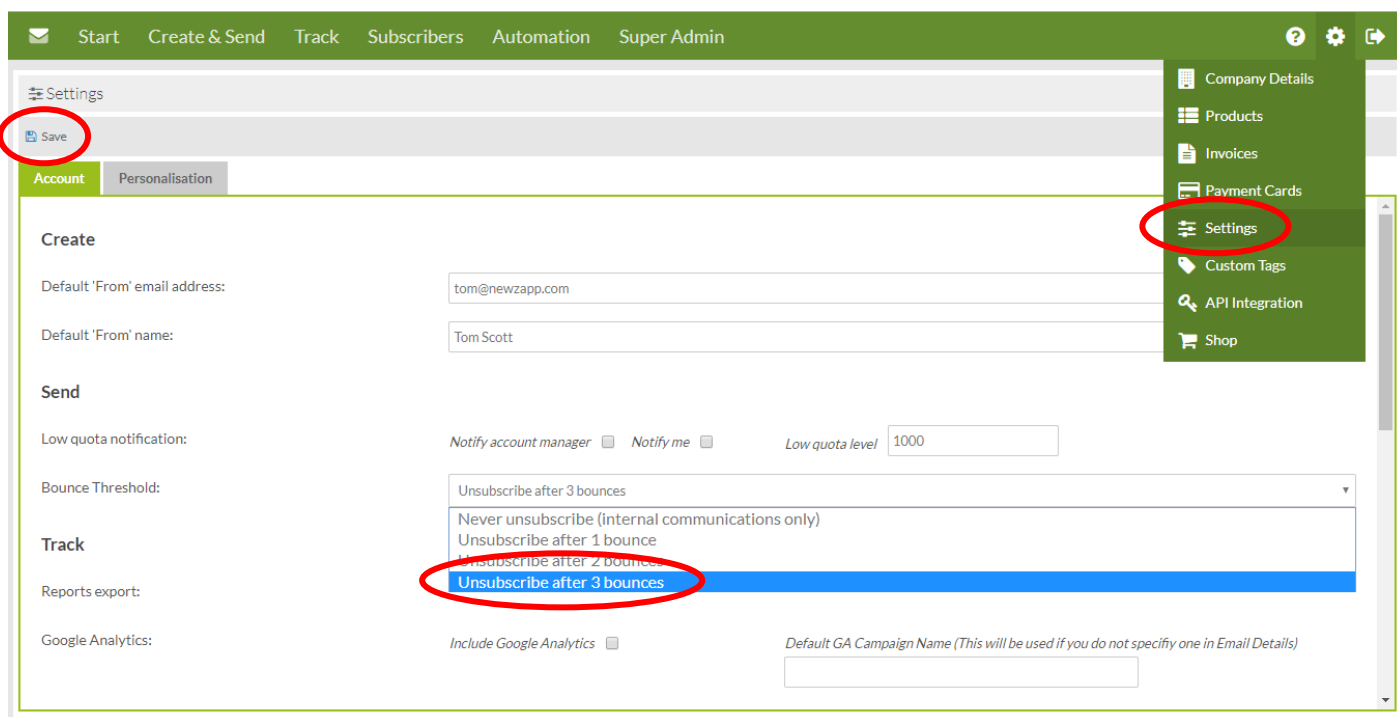
To change the account setting, click the cog icon top right of any screen and choose **Settings** from the dropdown menu.



The options available are:

- Never unsubscribe (internal communications only)
- Unsubscribe after 1 bounce
- Unsubscribe after 2 bounces
- Unsubscribe after 3 bounces

Click on the 'Save' icon to save changes.



For more information on getting the most from your NewZapp account, visit our [Knowledge Base](#) or contact us on support@newzapp.co.uk.