Bounce Management

Maximum Reception & Reliable Reputation Management

In the EMM system, bounce management plays an important role because it has an immediate impact on the success of your marketing campaigns.

Reliable Bounce Management Offers the Following Benefits

► You will save money because undeliverable addresses are removed from your distribution list.
► Success statistics will be improved because the figures will only include active recipients.
► Your distribution list will be ranked as high as possible because addresses will not be immediately excluded if an attempt to make delivery is not successful.
► Improved delivery rate thanks to good server reputation. The exclusion of hard bounces and frequent soft bounces ensures a positive server reputation.

Bounce Types

What Is a Soft Bounce?
A soft bounce results from an unsuccessful attempt to deliver an email to a recipient because of a temporary error.

A Simple Example
The message is delivered to an existing address, but the recipient cannot receive it because they are not home (delivery is unsuccessful, the recipient is temporarily not accessible). Even if delivery was unsuccessful in this case, the next attempt will be delivered to that same address because the address is valid.

When is a delivery attempt considered to be a soft bounce?
Internet service providers, such as Gmail or Yahoo, will send the EMM system an error message when an email message could not be delivered during the first attempt. There are a variety of reasons why an email address might be temporarily inaccessible, such as when the inbox is full.

Sometimes, email messages cannot be delivered because the Internet service provider is temporarily overloaded and cannot receive new messages. For this reason, a bounced message will be resent several times. Initially, the attempt will be repeated every 15 minutes, then hourly and finally once every four hours.

An attempt to make delivery that indicates a permanent error may be categorized as a soft bounce if there are signs that the error is not permanent. This includes error messages that cannot be attributed to a specific cause, such as the 500 error messages that indicate a general error. Soft bounce addresses will be monitored in order to exclude permanent errors from attempts to make delivery.

Increase the Success of Your Email Marketing System
What Is a Hard Bounce?
A hard bounce results when an email message is reported to be permanently undeliverable.

When is a delivery attempt considered to be a hard bounce?
There are two possible reasons for a hard bounce.
1. While some error messages indicate a temporary problem, Internet service providers also return other error messages that indicate permanent errors, such as the 550 error message when a recipient is unknown.
2. When a soft bounce is unsuccessful due to repeated delivery attempts, it will be treated as a hard bounce.

EMM Bounce Management

The EMM system will immediately remove a “true” hard bounced address from the distribution list (and set the status to Bounce in the recipient's profile) in order to preserve your reputation. Soft bounces will be treated as hard bounces based on the criteria below and many years of experience. These criteria can be customized upon request. The EMM system can store a filter address for auto-responders. Actual responses from the real recipients will then be forwarded to the forwarding address.

Criteria for Conversion for Assigning the Hard Bounce Status
1. An address must return a soft bounce message at least eight times before it will be treated as a hard bounce.
2. These criteria will only consider soft bounces that are not older than 180 days.
3. There must be at least 30 days between the first and last soft bounce.
4. The recipient has not opened any email or has not clicked on any link in an email message in the last 30 days.
5. If an attempt to make delivery or a response has been recorded in this period, the soft bounce statistics will be reset to zero.

The criteria have been fulfilled if at least eight soft bounces have been reported and the time between the first and last soft bounce is greater than 30 days, but not longer than 180 days. The address will therefore be treated as a hard bounce.
The criteria have not been fulfilled if there are less than 30 days between the first and last soft bounce reports.