

# TOP 10 TIPS for Cleaning Your Contact List

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## Monitor feedback loops and remove complainers

Anyone can report your emails as spam whether they are spam or not. Subscribing to and monitoring feedback loops will help you identify the contacts marking your emails as spam so you can remove them from your lists.

9

## Remove email aliases

Email aliases send your email to a group of email address assigned to the alias, such as sales@company.com or support@company.com. Email aliases should be removed from your list because all email addresses associated with the alias need to opt-in to receive your communications.

8

## Scrub your lists regularly

Make it a habit to remove any inaccurate email addresses from your list at least once a quarter. Also work on sending a reengagement campaign every 6 months or simply remove inactive subscribers from your list.

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## Remove malformed email addresses

Scan through your list and remove any email addresses that are missing the "@" symbol or have other obvious typos such as gamil.com or yaho.com.

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## Use an Email Change of Address (ECO) service

ECO service providers like Fresh Address will identify any invalid/outdated email addresses and update them with the current addresses if they are available.

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## Remove false email addresses

It's not uncommon for people to use false email addresses. Take the time to remove any email addresses that are obviously false, such as ones which contain lots of random numbers/letters.

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## Ask your contacts to reconfirm their subscription

Send an email to all of your subscribers asking them to opt-in again if they want to remain on your list. Remember to thank them and show appreciation for their initial interest in your email communications.

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## Remove the bounces

Every time you send an email some will be bounced back due to invalid or non-existent email addresses, full inboxes or out-of-office responders. View your bounce reports and move the invalid and non-existent email addresses to your Do Not Mail list.

2

## Re-engage or remove inactive subscribers

Generate a list of subscribers who haven't opened your emails in over a year. Send them an email offering an incentive to become active again or notify them their subscription period is ending and you'd like them to opt in again. Wait a week, then remove the subscribers who

1

## Ask them to add you to their Safe Sender list

A Safe Sender list, or whitelist, is very similar to a VIP list at an exclusive event. The likelihood of your email being delivered to a recipient's inbox is significantly greater when you are on their Safe Sender list. Make sure to mention the benefits they will receive by white listing you.