

Bounced Emails

HOW SALESNEXUS HANDLES THEM
AND HOW TO MANAGE THEM



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What does it mean when an email “bounces”?

How does **SalesNexus** manages these bounces?

When teams send out emails and see that an email has “bounced”, they often times lose faith in the value that email marketing tools offer. They may become discouraged and feel like their efforts to send out their emails are a waste of time. Little do they know, the solution to bounced emails is a simple one.

What are the different kinds of bounces?

Hard Bounce

A hard bounce is when the receiving mail server (your customer’s mail server) says the address you’re sending to is not valid. It’s an incorrect email address. Double check that you didn’t just mis-type the email address when you added it to SalesNexus.

In SalesNexus, if you edit the customer’s record in the system and change the email address, the system will begin sending your emails to that new address again.

Soft Bounces

There are several different types of “soft bounces”:

- Mailbox is full (over quota).
- Recipient email server is down/offline or temporarily unavailable during the time of sending.
- Vacation Replies
- Email message is too large.

SalesNexus will continue to send to an address that has a soft bounce up to 5 times. If, after 5 soft bounces in a row, SalesNexus stops sending to the address.

In SalesNexus, you can easily retrieve a list of all contacts which have bounced, either for a specific campaign or in general (on any campaign).

It's a good idea to pull these lists periodically and give each salesperson a list of their customers that have bounced so that they can try to make contact via phone or other means and determine if that person's email address has changed or if perhaps they've moved on and someone else has replaced them.

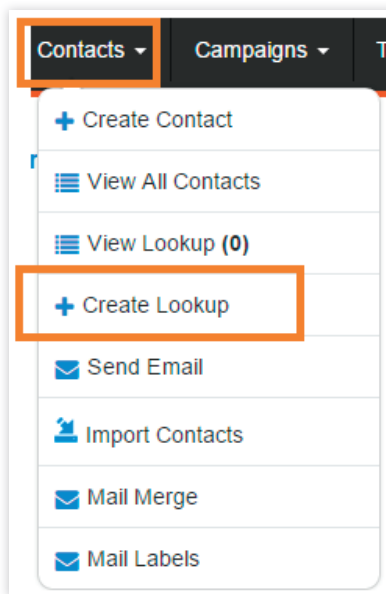
Should I delete my "bounced" addresses?

If you're purchasing lists or loading contact lists often, it's a good idea to keep bounced addresses in the system so that in the future, if you try to load the same address again, SalesNexus won't accept it. You can delete the contacts if it helps keep things clean for you.

In the steps outlined below, you will learn how to search for any bounces that have occurred, how to filter out when the bounce occurred, as well as how to filter/sort the entire list by the Record Manager.

Searching for all bounces that have occurred:

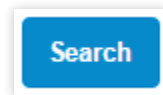
Step 1. Hover over "Contacts", and select "Create Lookup"



Step 2. Set the field:

- “Do Not Send” = “1”

A screenshot of a search filter interface. It consists of a horizontal row of elements: a blue square with the word 'Not', a dropdown menu with 'Do Not Send' selected, an equals sign (=) with a dropdown arrow, a text input field containing '1', a three-dot menu icon, and another blue square with the word 'or'.

Step 3. Click “Search”.

The results from your search are the email addresses that have caused an email to “bounce”.

To search for bounces that have occurred during a specific date range:

Step 1. Follow steps 1 and 2 above.

- “Do Not Send Date” “>” First day of a specific date range.
- “Do Not Send Date” “<” Last day of a specific date range.

A screenshot of a search filter interface showing three rows of filters. Each row starts with a blue square and the word 'Not'. The first row has a dropdown menu with 'Do Not Send' selected, an equals sign (=) with a dropdown arrow, and a text input field containing '1'. The second row has a dropdown menu with 'Do Not Send Date' selected, a greater-than sign (>) with a dropdown arrow, and a text input field containing '09/01/2016'. The third row has a dropdown menu with 'Do Not Send Date' selected, a less-than sign (<) with a dropdown arrow, and a text input field containing '09/09/2016'. Each row ends with a blue square and the word 'or'.

- Click “Search”.
- The results from your search are the email addresses that have caused an email to “bounce” during the date range you have specified above.

Sorting Results by Record Manager

You may find it helpful to sort the results from your search by “Record Manager”. This will allow you to clearly show which Record Manager has sent emails to email addresses that have bounced.

Step 1. Follow the steps outlined above to show bounced emails that have occurred during a specific date range.

Step 2. Click “Search”.

Step 3. Once your search has yielded results, click on the arrow under “Record Manager” to sort by the Record Manager.

Company ▲▼	Billing Notes ▲▼	E-mail Address ▲▼	Record Manager ▲▼	DBID ▲▼	Price Per User ▲▼	Employees ▲▼
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Step 4. Once the page refreshes after clicking the arrow next to “Record Manager”, your search results will be sorted by the Record Manager.

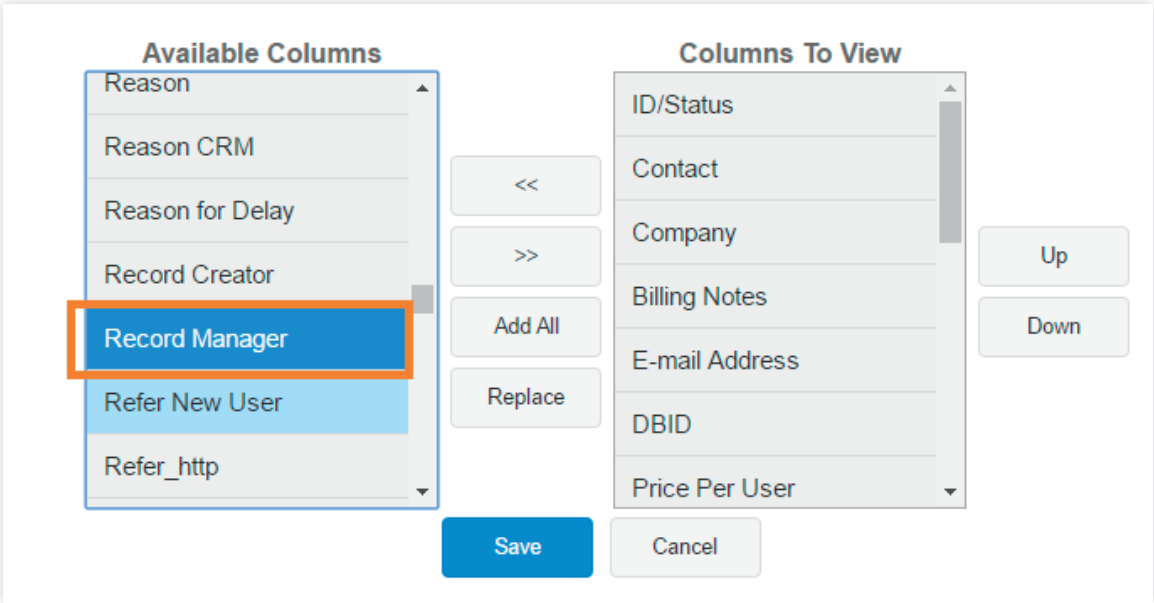
View	ID/Status ▲▼	Contact ▲▼	Company ▲▼	Billing Notes ▲▼	E-mail Address ▲▼	Record Manager▲ ▼
	Suspect	Brian Gebert	NewVoiceMedia		brian.gebert@newvoicemedia.com	Nick Zaunbrecher
	Suspect	Heather Krohn	Pearson		heather.krohn@pearson.com	Nick Zaunbrecher
	Suspect	Janet Marsico	Pearson		janet.marsico@pearson.com	Nick Zaunbrecher
	Prospect	Tom Skonieczka	Service Steel		tskonieczka@servicesteel.com	Nick Zaunbrecher
	Suspect	Barb Altizer	Thomson Reuters		barbara.altizer@tr.com	Nick Zaunbrecher
	Suspect	Dave Lenss	Graham Penn-Co		dave.lenss@gramus.com	Past Employee
	Suspect	Leonard Nixon	Great Escape the		leonard@sundancespas.com	Past Employee
	Suspect	Dan Mender	Green Hills Software, Inc.		dan@ghs.com	Past Employee
	Suspect	Fred Zalenski	Gregory Industries		fred.zalenski@gregorycorp.com	Past Employee
	Suspect	Lann Moore	H N Donahoo Contracting Co		lmoore@hndonahoo.com	Past Employee

***Tip*:** If your lookup page does not show the column name “Record Manager”, you may add this column to your lookup page. To do this, follow the steps below.

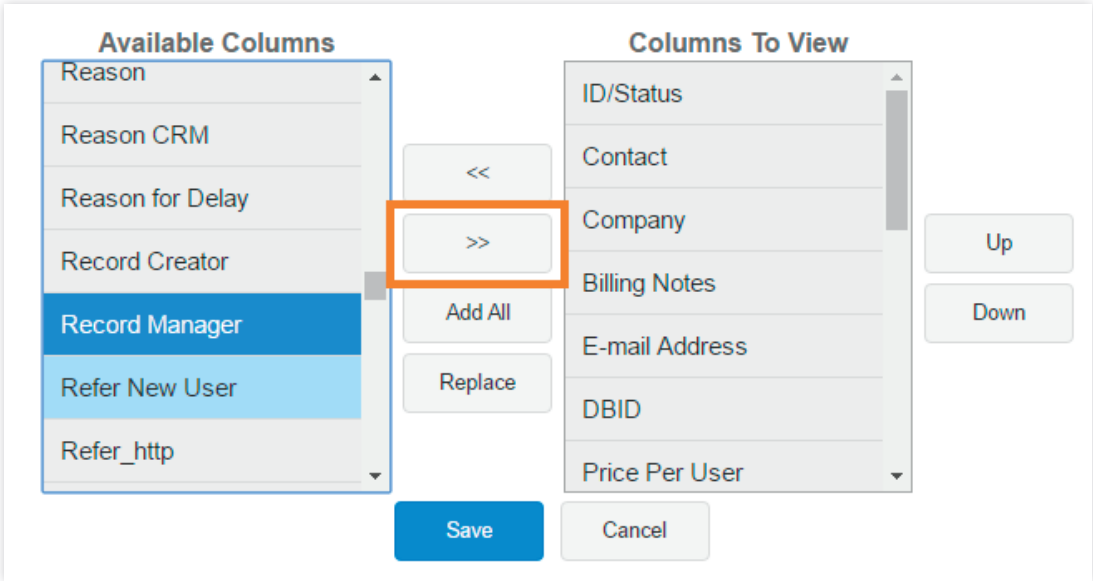
Step 1. Click the box under “Contact”.

Create Lookup

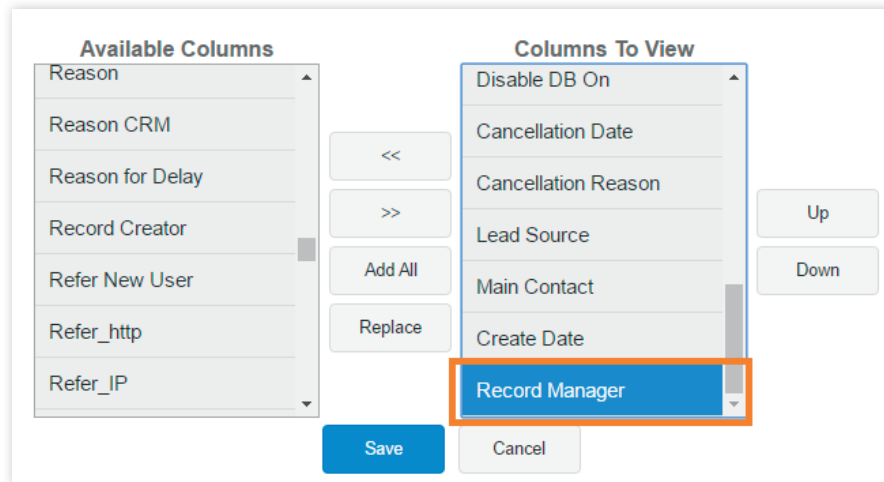
Step 2. Scroll down under the “Available Columns” box until you see “Record Manager”.



Step 3. Click the “>>” button.



You will now see that the column name “Record Manager” is under “Columns To View”.



Step 4. Click “Save”



Now, when you do a lookup, you will see the column name “Record Manager” as one of the search result columns. You can now sort by “Record Manager”.