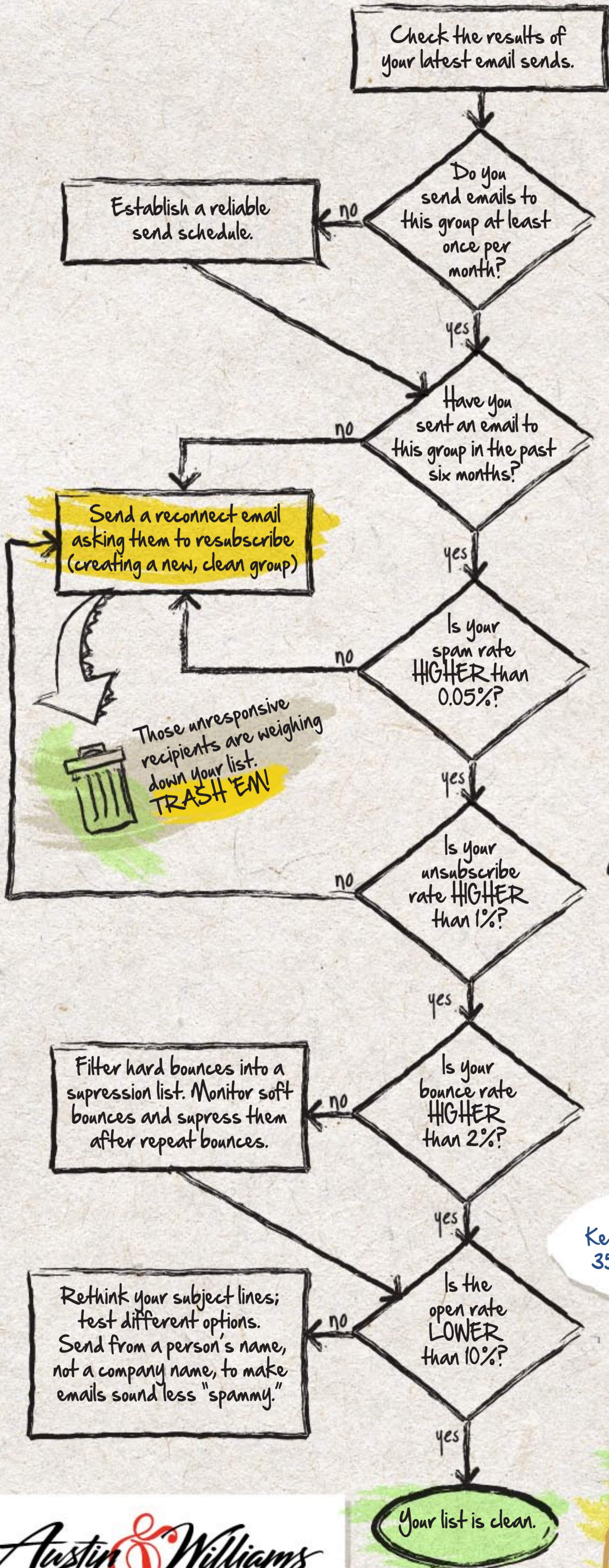


Email Marketing LIST MAINTENANCE

We all need to tackle spring cleaning once in a while. Here's our proven process for keeping that list nice and clean, with some tips along the way.



Tips From Our Team:

Check that your Email Service Provider (ESP) dedupes and removes bad email formats when recipients are added to your lists.



Your audience will look forward to your emails if you send interesting content on a regular basis.

If you don't send emails regularly, recipients may forget who you are and mark your email as spam.



Receive too many spam complaints and your ESP could suspend your account.

According to ReturnPath, an average of 20% of your list NEVER receives your email, due to bounces and spam filters.



Make lemonade from "lemon" lists! Remove recipients who bounce. Smaller lists cost less to distribute. **SAVE MONEY!**

Give mobile readers a chance. Keep your key message to the first 35 characters of your subject line.



Remember... **Smaller lists ARE NOT BAD!**

- > Create a more responsive audience.
- > Reduce distribution costs.
- > Improve sender reputation.
- > Receive fewer customer complaints.