

# BUILDING AND MAINTAINING A CLEAN LIST OF SUBSCRIBERS

SENDER REPUTATION AND THE DELIVERY  
OF EMAIL UPON WHICH THAT RELIES HINGES  
ON TWO MAJOR FACTORS:

**THE CONTENT OF THE MESSAGE AND TO WHOM IT IS SENT.**

Below, we will look at an aspect of the latter and talk about how to ensure a **clean list of recipients** are the targets of your mail.

**First of all, you need to make sure, that only white sheeps (“clean” addresses) join your list.**



This can be achieved by **implementing Double-Opt-In**. Captchas are another method but the **captcha** alone doesn't validate addresses. A **combination** of DOI and captcha is the best idea!



**External data sources** (or “hand-written” leads) should either be validated, or sent with a “**trial**”. If the recipient **clicks one of the first 3 mails**, the address can be considered as validated – if not the address should be deactivated.



To keep a clean list, it's essential to **remove inactive addresses**. Addresses returning a **hard bounce** or being reported as **spam complainers** must be permanently deactivated.



**No-openers** (recipients who have not opened mail in 12 months or less), should also be **removed from the list** to avoid damage to the reputation and overall delivery of mail.



**Encourage** people having lost interest to unsubscribe by **showing the unsubscribe option** prominently (instead of hiding it). This can save you some spam clicks without damaging your reputation.

## Finally, it's important to send regularly!

Every address must be sent mail at least once every 3 months. Recycled traps should have a span of inactivity where they notify the sender it's no longer valid and then they turn it over to being a honeypot.

That's why it's important to engage it regularly so you get those “**no longer valid**” signals and then **remove it from your mailing list**. Senders who don't maintain their list and ignore that “no longer valid” signal will then have a newly minted spam trap in their list.

Effective senders of mail employ focus and use **data driven analytics** to achieve not only effective delivery of mail but improved open, click, and conversion. These techniques are part of the formula that help senders achieve the best possible results for their email advertising spend.

