



## FAQ & SAMPLE REPORT –

# EMAIL BROADCAST JARGON EXPLAINED

### WHAT IS AN OPEN RATE?

Open rate = emails opened / emails sent - bounces

So a 20% open rate would mean that of every 10 emails delivered to the inbox, 2 were opened.

### WHAT IS A UNIQUE OPEN?

Indicates the total number of unique opens for that entire campaign and does not take multiple opens into account (recipients may open an email more than once).

### WHAT IS A HARD AND SOFT BOUNCE?

A 'bounce' means that your email was sent to a specific address, but the mail server that received the email for that person has sent it back, saying it could not be delivered. We can divide them into two main categories.

A **soft bounce** is an email message that gets as far as the recipient's mail server (it recognizes the address) but is bounced back undelivered before it gets to the intended recipient. A soft bounce might occur because the recipient's mailbox is full, the server is down or swamped with messages, or the message is too large. Soft bounces can also include things like auto-replies to your email.

Once an email has soft bounced 3 times without any trackable activity it will automatically be converted to a hard bounce and be removed from your list.

A **hard bounce** is an email message that has been returned to the sender and is permanently undeliverable. Causes include invalid addresses (domain name doesn't exist, typos, changed address, etc.) or the email recipient's mail server has blocked your server. Servers can sometimes interpret bounces differently,

meaning a soft bounce on one server may be classified as a hard bounce on another.

Our email sending application automatically moves subscribers that hard bounce into a "Bounced Subscribers" category, so they don't receive future campaigns.

### WHAT ARE THE MAIN TYPES OF SOFT BOUNCES?

#### Auto Reply (AR)

These are soft bounces caused by an automatic response from the recipient, for example "Out Of Office" messages. The email is still actually delivered to the inbox, and once the subscriber opens the email (and is recorded), the bounce is removed from your reports.

#### General Bounce (GB)

The email server could not deliver your email message, but the bounce processing tool could not determine a specific reason for the bounce. Normally that is because the bounce message from the recipient's server was very broad.

#### Soft Bounce - General (SB)

The email server is temporarily unable to deliver your message to the recipient email address.

Example: "Connection timed out."

#### Soft Bounce - Dns Failure (SBDF)

The email server is temporarily unable to deliver your message to the recipient email address because of a DNS problem.

Example: "Host is unreachable"

#### Soft Bounce - Mailbox Full (SBMF)

The email server is temporarily unable to deliver your message to the recipient email address because the recipient's email box is full.

Example: "Mailbox over quota"

#### Soft Bounce - Message Size Too Large (SBMS)

The email server could not deliver your

message to the recipient because the message size is too large.

Example: "Exceeded maximum inbound message size"

#### Transient Bounce (TB)

The email server temporarily can not deliver your message, but it is still trying.

Example: "Warning: message still undelivered after 4 hours. We will keep trying until message is 2 days old"

#### Subscribe Request (SR)

A message has been sent back to the bounce address, looking to be added to your list. Since actual people would not normally know this address, these messages are just considered soft bounces.

#### Unsubscribe Request (UR)

In the same way as Subscribe Requests, these messages to unsubscribe sent to the bounce address are considered bounces. Actual subscribers will click the unsubscribe link or use the 'reply-to' address.

### WHAT ARE THE MAIN TYPES OF HARD BOUNCES?

#### Hard Bounce (HB)

A bounce where the message is considered permanently undeliverable, but the recipient's server has not provided a specific bounce reason. Hard bounces are automatically removed from your subscriber lists.

#### Mail Block

Indicates that the recipient's email server is blocking your email

#### Mail Block - Known Spammer / Spam Detected

Indicates that the recipient's email server is blocking your email because it believes you are a spammer.

Example: "REJECT Known SPAM source"

### Contact Us

For further information please contact:

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