

Hard Bounce Email Un-Subscribe Process

The following instructions will help guide the user through the exportation process of “Hard Bounced” email addresses in the Dynamic Messaging (DM) tracking application. The user will also be using MS Excel spread sheet program to edit the exported data. This process will show you how to properly export bad email address and change the subscriber’s status for the hard bounces. A *comma separated file*, or CSV will be used. The file is pulled from a query from your most recent email campaign and exported to your computer. This file may also be used to update any internal databases you may have other than the online DM application.

1. Log on to the DM/ET application and go down to the **Tracking** section on the lower left side navigation.

Total Bounces:	205	<div style="width: 20%;"></div>
Hard bounce	15	
Soft bounce	190	
Emails Delivered:	3,308	<div style="width: 80%;"></div>
Unsubscribes:	5	
Emails Opened:	581	<div style="width: 40%;"></div>
Unique Click-Throughs:	68	<div style="width: 10%;"></div>

Email Links


Note: Email links which include personalization or substitution st open the email and click on the link there. Though you cannot vie

Links
Update Profile
Unsubscribe
view.exacttarget.com/?%%ex2;version%%-fe681570756d0c7e7:

2. Look for the most recent email campaign and double click on the name of the email.
3. Locate the **Hard Bounce** under the **Bounce** section, click on the **blue** number of “Hard Bounces”. This will list the total number of confirmed bad addresses from this campaign. We need to export this to a .CSV file. You do not need to address the **Soft Bounces**; soft bounce might be a full inbox, etc. The DM application will deliver it 3 times in 24 hours to try and get the email to the subscriber’s inbox. If the system does not deliver to the subscriber it is not considered a hard bounce after three failed attempts. It stays on the list for two more campaigns going through the same process, if after that it still was not deliverable, it is converted into a hard bounce.

Total number of attempted sends (Active & Returned unique subscribers): 3,513 subscribers

Delivery Summary for All Lists



Total Bounces:	205	
Hard bounce	15	
Soft bounce	190	
Emails Delivered:	3,308	<div style="width: 100%; height: 15px; background-color: #ccc;"></div>
Unsubscribes:	5	<div style="width: 100%; height: 15px; background-color: #ccc;"></div>
Emails Opened:	581	<div style="width: 100%; height: 15px; background-color: #ccc;"></div>
Unique Click-Throughs:	68	<div style="width: 100%; height: 15px; background-color: #ccc;"></div>

Email Links

Note: Email links which include personalization or substitution strings cannot be viewed as active page open the email and click on the link there. Though you cannot view the page, all click through data is be

Links	Clicks
Update Profile	1 (1.1%)
Unsubscribe	4 (4.4%)

- In the Upper corner click on the “Export” button, the export wizard will open up and ask you what file type, make sure “CSV” radio button is clicked.
- You may choose to download the file via the wizard to save to your hard drive or sent to you in an email attachment. The file name will be “Bounce_Export.CSV”, and save to a familiar folder so that you may open it in MS Excel. You may rename this file to something that explains its content, i.e. “Bounce_Unsubscribes_todaysdate.csv”. It is not advised to put spaces in your file names.
- Open up this file in MS Excel and examine the contents, it will be four columns wide, with the first header row being; BounceSubscribersEmail, BounceDate, Bounce Reason and Bounce Description
- Change the first left column to **Email Address** and the next one **Status**.
- In the **Status** column, change all fields for every email record to “**Unsubscribe**”.
- You may delete the third and forth column, but it is not necessary.
- Save file. Go back to your DM application in **Internet Explorer** (IE) web browser and click navigation “**Subscribers**” on the lower left side.
- Double click the **All Subscribers** link. The two pertinent fields will map automatically, click on next, the list wizard will begin to read the file, once the list is done, click on **Import** link to activate the Import wizard.
- The wizard will then guide you through the import process.
 - First click next to get to the file import window.

- Look for the **Browse** button to locate the file on your hard drive.
- Make sure the **.CSV** file is checked and also the check box to **update all records** if the emails exist in more than one list.
- Click **Next** to get to the *Map Attributes* window, since we already changed the column headers to reflect the import process, we do not have to map the columns to the proper category.
- Make sure *Email Address* and *Status* are *mapped from* on the right column; they will be grayed out on the *source* “left” side click the “**Next**” button.



13. The next window will prompt you for your email address to send you the results; this will let you know if your import worked properly. You will receive an email with a .CSV file attached and the results in a body of an email.

Import Subscriber Wizard

Confirm Mappings
Verify the attributes to be imported.

You have supplied the following information to import:

Upload Source: Bounce-unsubscribes034-03-27-07.CSV
Data Format: CSV

Mappings:
 Email Address → Email Address
 Status → Status

Columns: 2
Records: 11

Email me upon import completion.
 Email address

< Back Begin Cancel

14. If this was done properly your response will look something like this:

```
Your file import is complete.
Imported File: Bounce-unsubscribes034-03-27-07.CSV
Import Created By: 000123 (yourdomainname.com)
Imported To ListID(s): 123456
Records Imported: 0
Records Updated: 231
Records Skipped: 0
```

15. Congratulations, you just un-subscribed bad email addresses from receiving emails on future campaigns.

All records should be updated, and none of them should be skipped. You may check your work if you like by copying one email address from the list and doing a query in all subscribers for that email address and check their status. It will have the date updated and a status of **Unsubscribed** in all lists that the subscriber email is listed.

If you need any help, or have questions; call Dynamic Messaging Technical Support at (708) 450-8242 x 3.