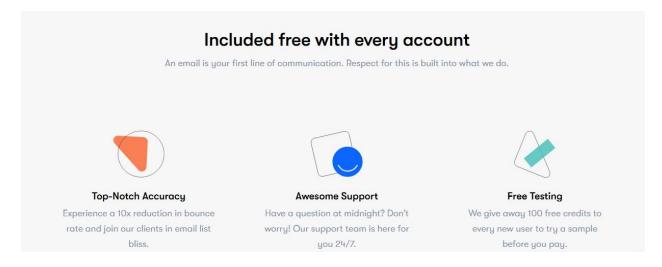
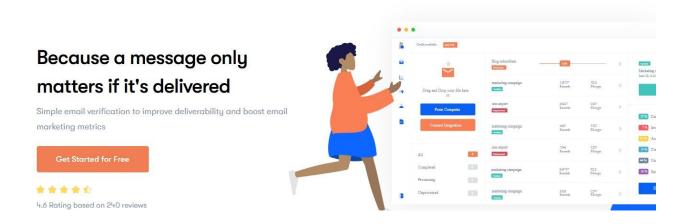


## Lower bounce rates and boost deliverability



You might not think much about your emails' bounce rates, but they could actually determine how many people see your emails. Internet regulators (such as ISPs and anti-spam groups) set limits for bounces, spam complaints and unsubscribe requests. If you send campaigns to inactive users and exceed these benchmarks, you will show up lower in inboxes and could even have your account suspended by your ESP. Know more about <a href="mailto:emailto:

## Safeguard your sender reputation score



All companies that send <u>email</u> campaigns are assigned a sender reputation score. It's a bit like a credit score. If you send a lot of bounced or unwanted emails, this will leave a negative mark on your sender history. Also, just like credit history, once your reputation drops, it can be tricky to build it up again.

## Save money and get better campaign results

Verifying your list means that you'll no longer send to dead email addresses. With these removed, your open and click-through rates will give you more insight into your users' actual interests. Plus, having fewer people on your list will help you save money and improve ROI.

Support

<u>+1 310 956 4293</u> Monday - Friday 9 AM - 6 PM EST