



Intelligent Bounce Management

Overview

Studies have shown that nearly 33 percent of email addresses are changed annually. If you're the sender, and that many customer emails are bouncing, how much potential business are you losing? Intelligent Bounce Management helps you track and manage bounced messages, so you can keep in touch with your customers and maximize the business value of your email campaigns.

Audience

Any enterprise that relies on email for marketing communications and customer service, and needs to maintain accurate opt-in email lists to keep business moving at full capacity.

Key Features and Functionality

Blogs, Twitter, and Facebook may be all the rage, but email continues to be the leading revenue generator for businesses that rely on direct customer targeting. Many Global 2000 companies depend on opt-in email for routine business transactions, customer service, and marketing campaigns.

Keeping opt-in lists accurate and up-to-date is vital. But it's becoming ever more difficult as today's users change their email identity with scarcely a thought. And it doesn't help when email gateway managers implement tighter throttling measures and content rules to block the growing onslaught of bad email—even at the risk of rejecting legitimate messages. When your messages bounce due to an invalid address, an overzealous filter, a routing error, or any other reason, it can harm your business. You need a way to understand what messages are bouncing and why, so you can fix the problem.

The Intelligent Bounce Management application for Sentrion turns bounced messages into the analytical information you need to keep email lists working for you. It captures both synchronous and asynchronous bounces in real time, categorizing temporary and permanent bounces into logical groups such as "no such user," "user over quota," "blocked message," "technical errors," "vacation auto reply," and more. Messages may be placed in the Sentrion quarantine, organized in folders by date for convenient reporting and analysis. Using Intelligent Bounce Management, you can:

- Customize bounce policies and categories anytime through the intuitive Sentrion user interface
- Analyze bounce data with customer reports based on the Sentrion MPE Splunk reporting engine
- Optionally save bounced messages in Microsoft Outlook .eml format
- Determine and correct points of failure in real time
- Protect your reputation against the risk of becoming known as a spam domain

Improving email list quality and increasing deliverability by even a small fraction can make a big difference to your bottom line. Intelligent Bounce Management gives you the tools you need to understand why emails are bouncing, correct the problem, update your lists, and ensure the email that drives your business is getting through. Because when your email reliably reaches your customers, the only thing left to take a bounce is your profitability.