

Custom List Maintenance

It's important to keep custom email lists up to date. It's suggested that you provide an updated distribution with each message if possible. Below are some tips to help you keep it clean.

1. Scrub your list often

Your list should remain relevant over time. It's important to weed out low-quality subscribers or those that do not drive any results for your efforts. Some emails also become invalid or no longer exist.

It's important to [verify and audit your email list](#). Keep your list up to date to ensure that the work you're putting in is for the right customers and recipients.

Note: *If you have a recipient that should be receiving emails but isn't, contact MARCOM (Kristy Albrecht) to start the trouble shooting process.*

2. Stop sending emails to those that don't open/click

Using tracking statistics, you can monitor the response to the emails that you send out. You can check with MARCOM (Kristy Albrecht) to pull open rates for individual message to see who's opening message and who's not.

If you've sent out five months worth of newsletters, for example, and the recipient hasn't clicked or engaged with any of them, it's probably worth removing from the list.