

List Validation



salesnexus

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Getting your email into your contacts' inboxes is step one in a successful email marketing campaign. And at SalesNexus we see it as part of our commitment to you to continuously monitor and improve the delivery of your emails.

If your email doesn't make it to the inbox, there are two main reasons for the delivery problem: A bad address OR Spam Filters. Spam Filters look for Spam Traps in your email list and that can cause you to be black-listed.

What is a Spam Trap?

A Spam Trap is an email address created by Spam Filters or one of the major ISPs (Yahoo, Gmail, Comcast, etc.) for the purpose of identifying email blasts. Essentially, if you're sending email to one of these addresses, then you're sending email blasts to people that haven't opted-in (asked for your email) and so, their rule is: *When you send email to my real customers, I'll assume it's Spam and block it because it was sent to the trap as well.*

We want to make sure that the lists you use are clean of as many spam traps as possible. To help with that we have List Validation turned on for all database. This service looks at any new contacts being imported into your database and checks them against known spam traps.

By doing this, we keep your good name off the major spam filter programs and allow you to get your message to the people you want to reach.

How Lists Are Determined To Be Invalid

- 1) The List Validation Service receives a validation request from your database upon the import of a list
- 2) The List Validation Service compares your list to the email options known to cause a problem such as:

Your emails contain words in the front half such as admin@, Info@, Sales@. These are known to not be valid emails in that they are normally distribution lists and do not have a person that can opt in or opt-out.

Your emails contain Domains that are known to no longer be valid. An example would be @HewlettPackard, this domain was changed to @HP several years ago. So a spam program would know you were not in communication with this person.

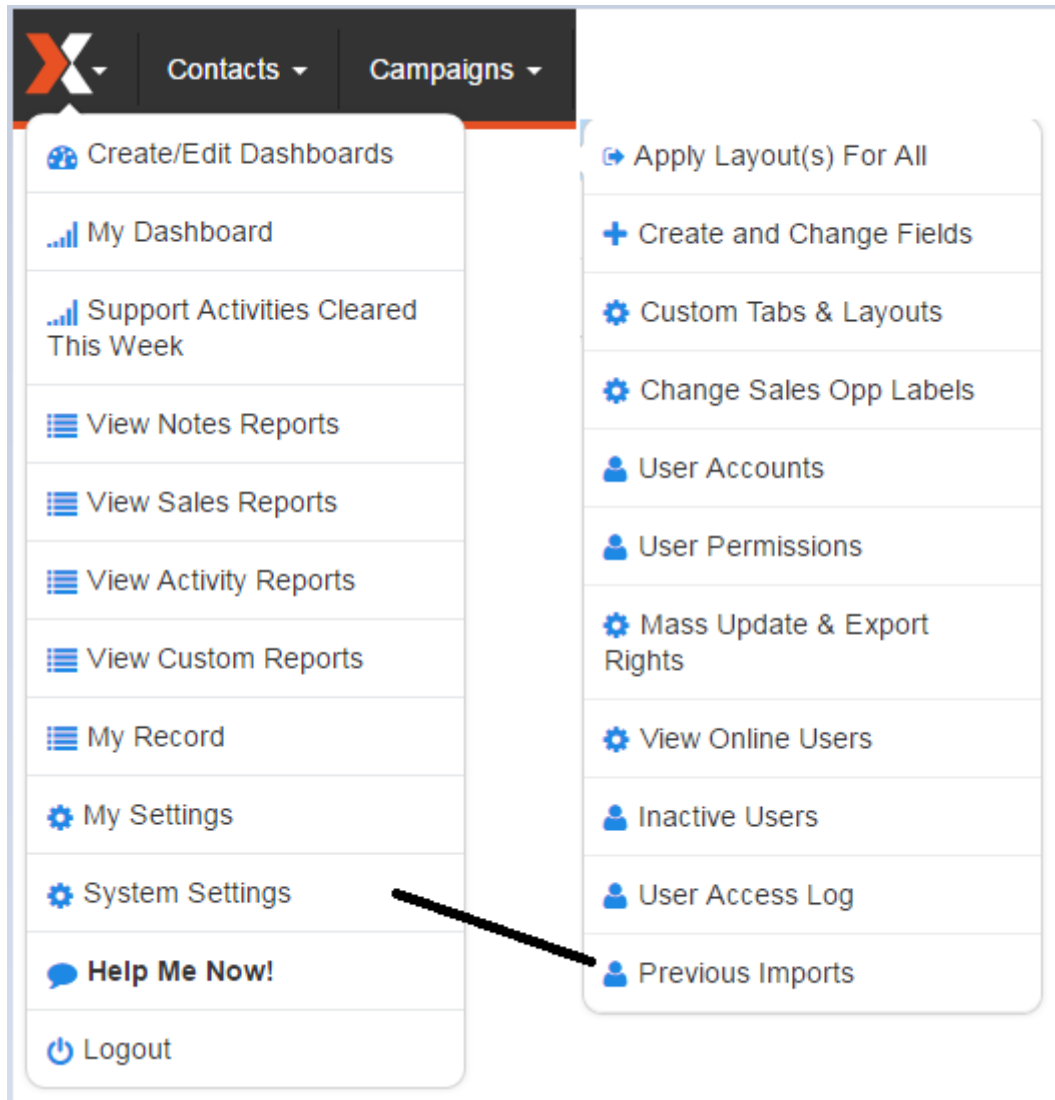
- 3) A list is considered invalid if the percentage of invalid emails reaches a certain percentage. Currently, that percentage is set at 5%. Once the 5% threshold is reached the list is marked as invalid.

When a list is found to be invalid, the following occurs:

- 1) Each new contact in the list is automatically marked as DoNotSend in the database and added to the global suppression list.
- 2) No change is made to existing contacts.
- 3) Details about the invalid list and the contacts that comprise the list are found in the Validation tab located in Settings
- 4) The user that imported the file into your database will receive an email informing them that the list is invalid and it explains the options.
- 5) An email is sent to SalesNexus Support letting them know of the import results.

Validation In Your Database

The Validation tab can be found under System Settings>Previous Import in your database. You must be an admin to import so this tab is only available to administrative users.



The following details are shown for each invalid list:

Created On—this is the date that the list was imported. (Click this link and the list will be loaded as your look up in the Contacts tab.)

File—this is the file on the server for that list from the import.

Imported By—this is the email address of the user that did the import.

Contact #—this is the number of new contacts in the list.

Cleansed/Deleted—this is what was last done to this list.

The two options are either cleansed or deleted.

This column will be blank for an invalid list that has not yet been processed.

Processed On—this is the date that the invalid list was processed (Cleansed or Deleted).

Valid Emails—if the invalid list was cleansed with Strikelron this will be the number of emails that Strikelron said were valid. Valid emails are taken off the Do Not Send list and suppression list automatically.

Invalid Emails—if the invalid list was cleansed with Strikelron this will be the number of emails that Strikelron said were invalid. Invalid emails are kept on the Do Not Send list and the suppression list.

Cleanse With Strikelron

You have the option to either cleanse your whole database or cleanse the invalid lists that are selected in the grid below the selection screen.

You can choose to use either your own Strikelron account or to purchase the service through the SalesNexus shopping cart. To use your own Strikelron account, you must have a valid Strikelron account already created. Purchasing the service through Salesnexus will submit the request to process the list automatically once the purchase is completed.

Once you have entered or selected the options you want, click *Start Cleansing*.

Cleanse with Strikeiron

This will validate each email address with Strikeiron, Valid emails will have the Do Not Send cleared, While Invalid emails will be marked as Do Not Send.

Use My Strikeiron Account

Strikeiron UserName:

Strikeiron Password:

Purchase Through SalesNexus

Cleanse: 

Start Cleansing

You will be asked to confirm your request; Clicking **GO** will submit the request to the service.

NOTE: The automation service will not create a cleanse request if the quantity that was actually purchased is less than the number of emails in the database or in the list(s).

Delete The Selected Lists

For each list selected, this will remove the **New** contacts from the database. Existing contacts that were updated will not be affected. This includes notes, activities and opportunities on those new contacts. They will not be recoverable unless done from a backup at an additional charge. You will be asked to confirm your request to delete the list(s).

Delete The Selected Lists

This will remove each contact that is on this list, including notes, activities, and opportunities associated with each contact, once deleted, you will not be able to restore these contacts.

Delete List(s)

Please confirm:

The following lists will be completely removed from the database:
File SNL_04202016.xlsx with 3 contacts, imported on 4/20/2016 10:31:29 AM

Click GO to submit this request.

GO

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List Cleansing Process

The following occurs when an email address is returned as **valid** by Strikelron:

- 1) The contact for the email address has the DoNotSend removed.
- 2) If the email address is on the suppression list, then it is removed from the suppression

The following occurs when an email address is returned as **invalid** by Strikelron:

- 1) The contact for the email address retains the mark DoNotSend.
- 2) The email address is added to the permanent suppression list.

The validation tab is updated with the results and an email is sent to the user informing them that their Strikelron cleanse has been completed. The contacts can now be put on Campaigns and receive your emails.

We appreciate your trust in us to help you get your emails to your contacts and we strive to continue to make email marketing easier. The List Validation process and the Strike Iron option are in place to help ensure that your emails get to the inbox of the contacts that you are sending them to. We want to make sure that spam trap are avoided and your reputation remains in tack.