

Why Some Emails Skip During A Broadcast

This article applies to:

[Max](#)

[Max Classic](#)

When you send a broadcast email through Max Classic, the system will skip certain email addresses because of their status. These email addresses are removed from the broadcast group before the email is sent. This reduces the size of the sending list, but speeds up the send rate. You will see the number of emails skipped on the email broadcasts report. You can click the link number of skipped on the report and view all skipped records. This report appears as the last step of the broadcast process, and can be accessed later through **Marketing > Reports > Email Broadcasts**.

These email addresses are skipped prior to broadcast...

Duplicate Email Addresses

You may have duplicate email addresses in your list if:

- Your web forms allow duplicate contact records to be created
- You seldom check for duplicate records and merge them to keep your database clean

Your list numbers may not be accurate if you are allowing duplicate records to accumulate in your system. Max Classic does not delete the record with the duplicate email address, it just skips it when sending a broadcast email. You can resolve this problem by regularly checking for duplicates and merging them.

Hard Bounces

If an email address hard bounces, it is no longer valid. Hard bounces occur when someone uses an email address for a time, and then closes it down. This is a permanent issue. You can resolve this issue by searching for hard bounce email addresses using the email status search under **Marketing > Reports > Email Status Search**. You can resolve hard bounce email addresses by contacting the person directly to request a new email address. You can set up actions that adjust tags and /or alert you about hard bounces at **Marketing > Settings > Email Status Notification**.

Invalid Email Addresses

Email addresses are designated as "Invalid" if they are not properly formatted. This means they do not have the characteristics of a valid email address, like @, .com, .net, etc. Invalid email addresses happen when someone leaves out part of their email address when they fill out a form or when a form is submitted by a robot instead of

a human. If you suspect an invalid email address belongs to a valid person, you may be able to correct the typo yourself or contact the person to confirm the valid email address. If you have a large number of invalid email addresses that were most likely auto-submitted by a robot, you can add the CAPTCHA code snippet to your drag & drop web form. This snippet confirms that a human is filling out the form.

Opt-Outs (Unsubscribes)

When someone unsubscribes from your email marketing, you can no longer send broadcast or follow-up sequence emails to them. The person will still show up in your searches if they meet the search criteria, but the system will skip them when sending broadcasts or follow-up sequence emails. If you automatically want to remove tags, you can set up an opt-out email trigger or actions on a custom opt-out link (Marketing > Settings > Automation Links)
Note: You are still able to send these people individual one-off emails.

Reported Spam

When someone reports an email as spam during the unsubscribe process or by clicking on Spam in their email client (i.e. AOL), you can no longer send broadcast or follow-up sequence emails to them. The person will still show up in your searches if they meet the search criteria, but the system will skip them when sending broadcasts or follow-up sequence emails. You should review complaints regularly to identify the root cause so you can change your practices to reduce or eliminate spam complaints.

You can search for emails by status (hard bounce, invalid, opt-out, reported spam, provided feedback) using the email status search (Marketing > Reports > Email Status Search.)
