THE PROS AND CONS OF DEBOUNDING BOUNCED EMAIL ADDRESSES

In our marketing guide, *Boing! Everything You Ever Wanted to Know About Why Emails Bounce*, our delivery team discuss bounces, the different types of bounces, how we process bounces, and what it means to you.

The VR Customer Support team has the ability to look into bounced email addresses if you are concerned that an email address was incorrectly marked as a permanent bounce. This scenario happens in rare situations. In these cases our support team can troubleshoot the bounce and debounce the address if necessary (aka mark as mailable again).

Is a Debounce Necessary?

Before you contact customer support, view the contact’s details and verify that the email address is correctly entered into your account.

The Pros of Debouncing

- The opportunity to mail to an email address that was incorrectly marked as a permanent bounce (infrequent but possible).

The Cons of Debouncing

- Almost all bounces are processed correctly, so resending to a permanently bounced email address is usually a waste of email credits because it will continue to bounce.
- Debouncing known permanent bounces puts you at risk of mailing to spam traps.

If you’re most certain a permanent bounce occurred by error, please contact Customer Support to debounce the email address.

Happy mailing from the VR Delivery Team!