FAQ on how to remove Non-opener contacts

Are you looking to declutter your email list and improve engagement rates? Clearing out non-opener contacts can help streamline your email marketing efforts and boost the effectiveness of your campaigns. In this FAQ article, we will walk you through the process of automating the removal of non-openers from your email list.

What does it mean to clean out non-openers?
Cleaning out non-engaging or non-opener contacts refers to removing individuals who have not opened or clicked on your emails within a specific period. This process helps in maintaining contact limits and saving costs.

How can I identify non-openers?
Non-openers are individuals who have shown no interaction with your emails, such as not opening or clicking on them. You can set up triggers and conditions to identify these contacts automatically.

What is the importance of removing non-openers?
Removing non-openers is crucial for maintaining a healthy email list. Non-openers can negatively impact your email deliverability and engagement rates. By cleaning out non-openers, you can ensure that your emails reach active and interested recipients.

What is the process for unsubscribing non-openers?
To unsubscribe non-openers, you can create automation that will automatically remove them from all groups.

Video tutorial

Can I manually review and delete non-openers?
Yes, you have the option to manually review non-openers and change their status. You can create specific groups for a denylist and perform bulk actions to change their status to 'Denylisted'. This effectively removes them from your active email list.

Contacts that are moved to the 'Denylisted' are not counted towards your contact limit. We urge moving non-openers to the denylist, either via 'Unsubscribe from All Groups' or 'Add to the Denylist', to prevent accidentally re-adding contacts which can potentially lead to spam complaints.

Are there different strategies for handling non-openers?
Yes, Mailvio offers various strategies, such as creating specific automation with delays, setting conditions based on email interactions, and unsubscribing contacts from specific groups or lists.

How often should I clean out non-openers?
It is recommended to clean out non-openers periodically to ensure that your email list remains relevant and engaged. The frequency of cleaning can vary based on your email marketing strategy and goals.

Is there a way to track the effectiveness of cleaning out non-openers?
Mailvio provides analytics and reporting features that allow you to track the impact of cleaning out non-openers, such as changes in open rates, click-through rates, and overall email engagement metrics.

Cleaning out non-opener contacts from your email list is a crucial step in optimizing your email marketing efforts. By automating the removal process, you can ensure that your email campaigns reach an engaged audience, leading to better results and increased ROI. Follow the steps outlined in

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this article to efficiently clean up your email list and improve the effectiveness of your email marketing campaigns.

If you have further questions, please reach out to us here.

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