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Keeping an e-mail list healthy: bounces, contacts who never open and a last-chance campaign

E-mail

CODE
RLX-MZ-KB-2461

VERSION
v2026.11.13

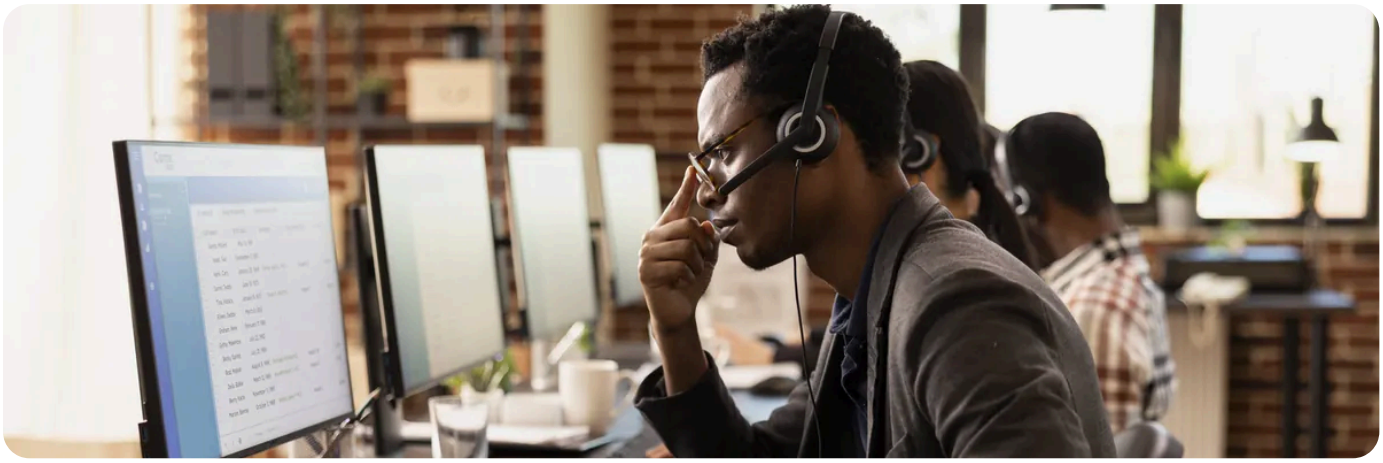
COUNTRY · LANGUAGE
Mozambique · English

MozOut Mozambique
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Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

https://www.meu.mozout.co.mz/knowledgebase/2461

Keeping an e-mail list healthy: bounces, contacts who never open and a last-chance campaign

E-mail Created on **November 13, 2026** 2 min read



The short answer: a healthy list has **no addresses that bounce** and **no people who stopped opening long ago**. Both drag delivery down for everyone on the list. Clean it regularly, and before removing inactive contacts, give them one last chance.

Three kinds of contact that spoil a list

Contact	Why it hurts	What to do
Address that no longer exists	Sending again and again to mailboxes that do not exist signals a badly kept list.	Remove it straight away. See **the 550 error**.
Contact who never opens or clicks	E-mail services notice that nobody cares about your messages.	Reconfirmation campaign, then remove.
Address with a typo	It never arrives, or reaches someone else.	Fix it if you know the right one; otherwise remove it.

One last campaign before removing

1. **Make a group of inactive contacts**: people who neither opened nor clicked in recent campaigns, from **the report**.
2. **Send them a short, honest campaign**: «Do you still want to hear from us?», with a button to stay.
3. **Those who click stay** and go back to the normal group.

4 **Those who do not answer leave.** Do not send them campaigns again.

Removing contacts feels painful, but a smaller, active list delivers better than a big sleepy one. And since you pay per e-mail sent, it is cheaper too.

Be careful with old lists.
Addresses abandoned long ago can be recycled as spam traps, and hitting one is worse than an address that does not exist. If you are already on a blacklist, see **how to check and get off it**.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- **Bringing an existing e-mail list into your contacts: what to import and what to leave out**
- **When a recipient marks your campaign as spam: why it weighs so much and how to avoid it**
- **Reading an e-mail campaign report: sent, opens, clicks, top links and unsubscribes**
- **Bounce message 550: user unknown, relay denied and rejected, what each one means**

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