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**This is a recording of our live session on November 14, 2022. In this 30-minute webinar, we dive into email best practices and cover the basics of creating a re-engagement campaign.**

We had some fantastic questions asked during the session. Here's a summary of our responses:

## 1. How do you ensure non-openers are removed from your active mailing list?

Great question! I recommend you create a suppression audience with the "last email opened date" field. Configure this to be **greater than** the # of months you send that re-engagement email out to non-openers. For example, in the webinar I configured my re-engagement audience to look at anyone whose last email open date was **exactly 10 months ago**. For my suppression audience, I want anyone whose last open date is **greater than** 10 months ago. Then, when you send your emails, you can select that suppression audience from the drop-down in the first step. Want a quick video walk-through? Please [click here](#).

## 2. How often does Ascent360 perform data hygiene?

Another great question! Data hygiene and matching happens every night for new/incoming records. This is why there is an overnight delay for ingesting yesterday's data into the CDP (customer data platform, AKA Ascent360's platform). We also perform a bounce of physical addresses against the NCOA database periodically to keep updated addresses fresh.

The hygiene we do on emails is pretty basic – i.e. we'll fix "gmail.cmo" to "gmail.com" and will weed out any obviously fake emails (i.e. [test@test.com](mailto:test@test.com)) but we don't actively verify that emails are real. This is something we partner with a specialized vendor for – and is available as a paid service. It's recommended to do this at least once a year. If you'd like more info on this, let us know! (Create a ticket from within the Ascent360 platform or email [support@ascent360.com](mailto:support@ascent360.com), which opens a ticket for you).

Love technical details? Here is an [article](#) that goes over data hygiene and matching. 😊

## 3. Is there a way to view a deliverability score for our email list?

Currently, there is not. You can look at previously-sent emails to determine the deliverability rate for those. Navigate to Emails > Reports. Here you'll see a count and % of the bounced emails. We are considering adding more deliverability metrics to the platform and will keep you updated!

## 4. Where is the unsubscribe link displayed in the email builder?

The unsub/opt-out link is not displayed in the email builder, however, when you send a test or LIVE email it looks like this:

If you'd like to unsubscribe and stop receiving these emails [click here](#).

This is a “1-Click Opt-out” meaning the recipient doesn’t need to fill anything else out after clicking. They’re automatically placed on a suppression list.

Note: If you’re an advanced user and want to add a custom opt-out form, [see this article for details](#). (I highly recommend asking our help desk to verify your work if you do end up utilizing this functionality).

## **5. How do you calculate an audience count?**

In Audience Builder, click the refresh button on the right panel. [Click here for a 2-min video](#) 😊