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SCRUB-A-DUB YOUR SUBS



**Keep Your List Squeaky
Clean with List Hygiene**

With Tammi Labrecque



Reasons to Clean Your List

1. Reputation
2. Deliverability
3. Keep EMS happy
4. Keep costs down



Signs that you need to scrub your email list

1. Your bounce rate is up
2. Your open/click rates are down
3. You have bot subscribers



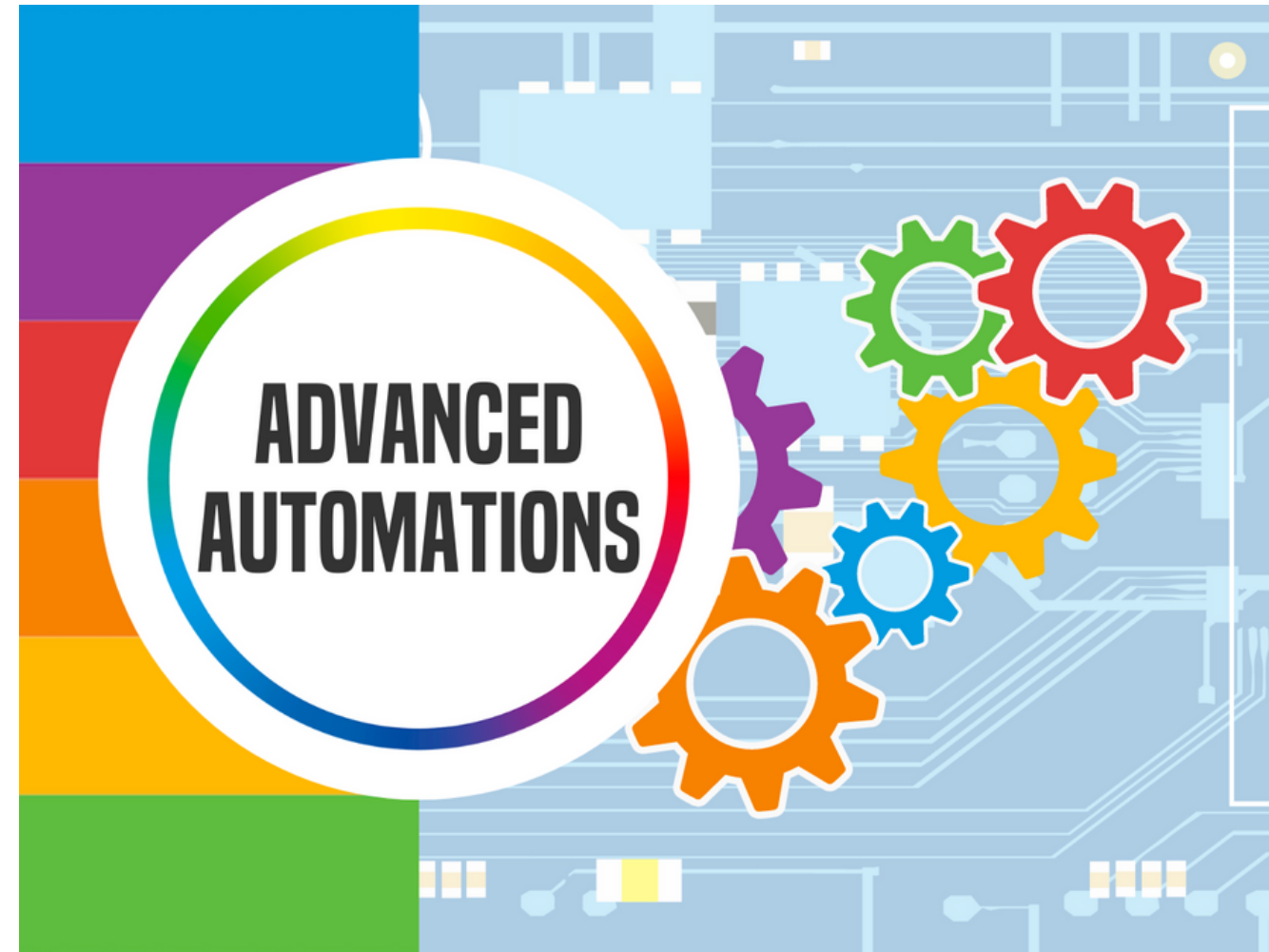
How To Scrub-a-Dub the RIGHT Way

1. Do a quick-and-dirty clean
2. Segment your list
3. Reengage/winback campaign
4. Offer **opt-down** vs opt-out



Follow-Up to Stay Squeaky

1. Schedule or automate hygiene
2. Recheck segments for opt-downs, etc
3. Use your tracker (more on that in a second)



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1. Schedule or automate hygiene
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3. Use your tracker



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