



# Everest List Hygiene

## Course and Session Overview

**Course series objective:** This course series helps Everest clients to effectively achieve business objectives by using all Everest features.

**Session objective:** Learn how to improve list hygiene with Everest's List Validation.

### Course series outline

The Everest course series is comprised of six sessions aimed at improving your email program to achieve business outcomes.

The List Hygiene session requires access to the List Validation feature.

1. Introduction
2. **List Hygiene** (today's session)
3. Sending Reputation
4. Design & Content
5. Inbox Placement: Part 1 (optional)
6. Inbox Placement: Part 2

### Course series resources

Use the resources below for additional help using Everest's robust features. The Everest Playbooks are used as the basis for these courses and each playbook series provides additional instructions to help achieve your expected business outcomes.

Explore on your own.

- [Everest Login](#)
- [Validity Help Center](#)
- [Everest Playbooks](#)
- [Everest Daily Deliverability Checklist](#)
- Setup Guides
  - [Basic](#)
  - [Advanced 1: Supplemental](#)
  - [Advanced 2: Sending Reputation](#)
  - [Advanced 3: Engagement](#)

## Session details

### How Everest fits into your process

A traditional email marketing process consists of three phases: Pre-Send, In-Flight, and Monitoring.

Explore on your own.

1. Relate the process below to your email development and deployment process.

Pre-send

- Inform your email campaign strategy with Everest's Competitive Intelligence feature
- Plan campaign
- Select target subscriber list
- Design campaign
- **Validate email list using Everest's List Validation API or List Validation feature**
- Test campaign design using Everest's Design & Content feature

## In-Flight

- Send campaign to subscribers and the Everest seed list
- View your campaign's inbox placement, spam, and missing results in Everest's Inbox Placement feature

## Monitoring

- Monitor performance using Everest's Engagement feature, your ESP, or internal sending platform.
- Monitor sending reputation metrics using Everest's Monitoring feature to understand the impact to your deliverability.
- Monitor DMARC compliance to identify unauthorized use of your domain and brand using Everest's Infrastructure feature.

Notes:

## **What is list hygiene and why is it important?**

List hygiene is the process of cleaning your email address files to ensure the removal of invalid, unsubscribed, and inactive addresses as well as subscribers reporting your messages as spam.

Your list hygiene practices affect your sending reputation and your ability to reach the inbox. Poor list hygiene practices increase the likelihood that more of your email is placed in the spam folder or blocked.

## **List hygiene terminology**

List Validation feature

- **Valid %:** The percentage of email addresses associated with a valid account.
- **Invalid %:** The percentage of email addresses that may have an incorrect format, invalid domain, or does not exist.
- **Risky %:** The percentage of email addresses that may be disposable, a role address, or belong to a domain that accepts all emails and can't be validated.

## Performance metrics impacted by list hygiene

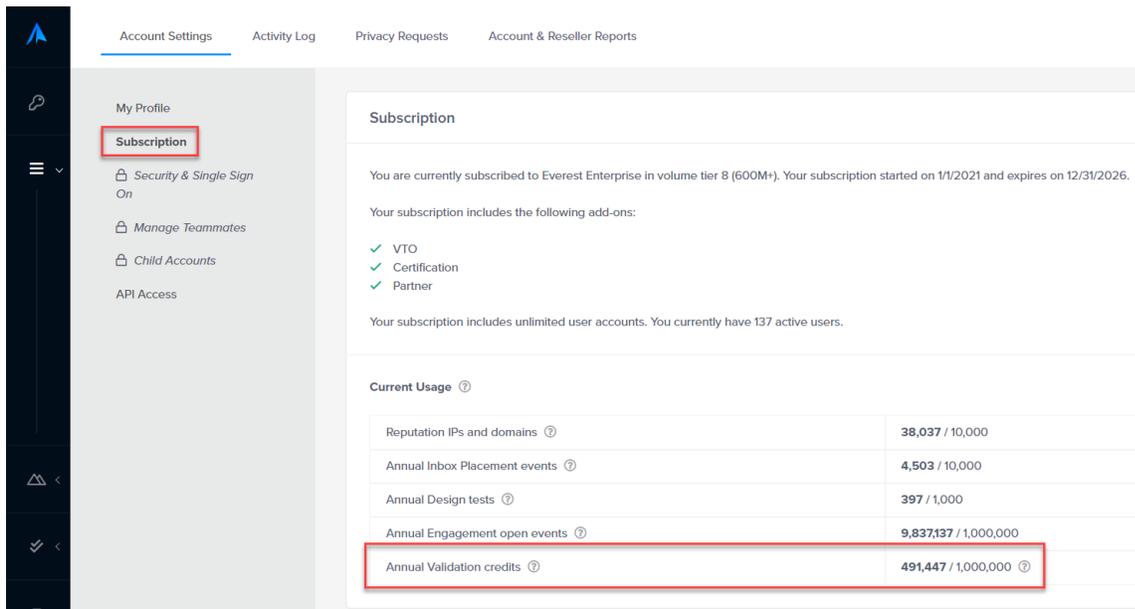
- **Bounce rate:** The percentage of emails bounced back to you by the mailbox provider. Email bounced back to you is often due to an invalid email address or temporary technical issue.
- **Delivered rate:** The percentage of email the mailbox provider accepted for delivery. An email accepted for delivery does not mean it reached the inbox.
- **Open rate:** The percentage of email opened by your subscribers.
- **Click rate:** The percentage of subscribers that clicked on a link or call-to-action.
- **Complaint rate:** The percentage of subscribers marking your email as spam.
- **Spam traps:** Addresses used by mailbox providers to measure your adherence to list acquisition and list hygiene best practices.

## Available allotments

Follow along with the instructor.

You can find your subscription information by navigating to: **My Everest>Account Settings>Subscription.**

Number of allotments available for your account:



The screenshot shows the 'Subscription' page in the Everest account settings. The left sidebar has 'Subscription' highlighted. The main content area shows the following information:

**Subscription**

You are currently subscribed to Everest Enterprise in volume tier 8 (600M+). Your subscription started on 1/1/2021 and expires on 12/31/2026.

Your subscription includes the following add-ons:

- ✓ VTO
- ✓ Certification
- ✓ Partner

Your subscription includes unlimited user accounts. You currently have 137 active users.

**Current Usage**

Reputation IPs and domains	38,037 / 10,000
Annual Inbox Placement events	4,503 / 10,000
Annual Design tests	397 / 1,000
Annual Engagement open events	9,837,137 / 1,000,000
Annual Validation credits	491,447 / 1,000,000

## **Validating a list**

Validate a test list of subscribers and analyze the results.

Follow along with the instructor.

1. Upload list
2. Paste list
3. Validate list
4. Analyze the results

Notes:

## **Session review**

What you learned:

- How Everest fits into your process
- What is list hygiene and why it is important
- List hygiene terminology
- Available allotments
- Validating a list

## **List Hygiene Assessment**

Please take a few minutes and test what you learned!

- [List Hygiene Assessment](#)

## **Next steps**

1. Determine how List Hygiene fits into your process
2. Proceed to the [List Hygiene playbooks](#)
3. Sign up for the other [Everest Academy](#) courses