7 Reasons Why Your Emails Get Bounced

According to Bounce.io, every day **31 billion emails bounce**. That means 31 billion messages never reach their intended recipients. When emails don't get delivered it can be frustrating, but it's something we all have to deal with.

Not all bounces are the same, and it is important for us to understand the factors that generate those bounces. Some bounces are caused by **mistakes** made by the email sender themselves, while others are the result of Internet service providers and networks.
Let's start with a look at some of the most common reasons messages get bounced, and what you can do to minimize the damage. Most email bounces are the result of an issue with the receiving account (either permanent or temporary), or a block on the email from the receiving server.

When a bounce occurs, the recipient's server sends a message back to the sender. Sometimes the message often doesn't make it clear why the email sent has bounced.

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Know Your Bounces

Not all bounces are the same.

A **soft bounce** occurs when a temporary issue exists with the recipient's email address. This *delays* the delivery of the message but does not necessarily stop it altogether. In many cases, the email server will reattempt delivery several times over a period of hours or even days. The message is only considered undeliverable if the retry period expires without a successful delivery.

A **hard bounce** occurs when the email message is deemed permanently undeliverable. An email address that generates a hard bounce is, more than likely, a dormant email address and if possible you should try and contact the owner of the email address to find out if it is still valid.

A word about free email services...

All free email services use automated software to detect any *unknown* email addresses from ending up in your InBox. This means that if an address is not in your current list it will, more than likely, automatically be sent it to your Spam folder.

The best course of action is to manually *'white list'* any email address that you deem to be *safe*. This is usually done in the email service provider's preferences or settings.

The best advice is to go to your settings in your email provider's service and ensure any address you don't want to be blocked is marked as safe.

If you can't find how to do it it's best to speak to your email service provider and ask them for help.

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In listing the 7 reasons why emails get bounced you should realise that this is only 7 and there are lots more, but the ones listed below are the main ones. A number of different factors can generate bounces and cause issues all of us. Here are some of the most common:

1 The email entered during when writing the email address is invalid. People sometimes make mistakes when typing their email address. No matter what the reason, invalid email addresses are a common source of bounces. If this happens and the address is typed incorrectly there isn't much that can be done. You may be best, if possible, to contact them some other way.

2 The sending IP address you are using has been blocked. Even if everything is fine with the message itself, the IP address (the unique address given to the device) you are using to send it could be blocked. This block can occur if the IP address is suspected of spamming or email fraud. This is more likely to happen for businesses. Email servers are always trying to stop email spamming or fraud and, as mentioned already, they use auto detection software to do it.

3 The email was blocked by the server (unable to relay). Emails can be blocked by the receiving server for a number of reasons. Many servers will block messages over a certain size, mails that use the wrong format and messages that appear to be spam. Mail servers can block your email also if the "From" address might not match an account on the email server. Reviewing your messages carefully, making your images as small as possible and following best practices can help you avoid this problem. Please note that mail server may block your email also for "technical" problems that you can't have any control over, eg. "Out of memory", "Connection timed out" and "Resources temporarily unavailable."

4 The receiving server is overloaded or temporarily unavailable. Even the most robust server can only handle so much traffic. Sometimes an email will bounce due to an overloaded or unavailable server. This type of situation generates a soft bounce.

5 The receiving mailbox is full (Quota exceeded). Few email providers allow unlimited storage. When a user reaches their predetermined limit, all future emails will bounce. Many email systems will hold those bounced emails and attempt redelivery for a period ranging from hours to days. If and when the recipient clears old messages and creates space, any cached emails will be delivered.

6 The email has been blocked by the recipient. Individuals can block emails from senders they no longer want to hear from. If that has happened to you, a bounce will be generated.

7 The recipient has activated an auto-responder or holiday/vacation reply. When a person goes on holiday and will be unavailable, they can set up an autoresponder to tell contacts about it. If the email address you are trying to reach has an autoresponder, you will see a bounce, but the message may still be delivered after the autoresponder is turned off.

Remember that nothing can reduce your bounce rate to zero, but there are things you can do to keep problems to a minimum.

Keeping a close eye on your bounce reports and cleaning up your email address book on a regular basis will both help minimise bounces and ensure that your messages reach their intended recipients.

Finally...

This website may be able to provide an answer, so it's worth using their 'error look up' facility if you're really stuck and want to resolve a bounce issue.

https://betterbounces.net/our-story

On that page you will find the link to the error look ups.