

CONTACT STATUSES

There are 4 different types of contact status within MatchDayMailCloud.

Active Contact

An active contact is a contact who has confirmed their subscription (if you are using opt-in confirmation) and has not unsubscribed or bounced.

Unconfirmed

A contact is labelled as unconfirmed if they submit a form that includes an opt-in confirmation email (also known as double opt-in), but have not yet clicked the confirmation link.

Unconfirmed contacts will not be sent campaign emails, or advance through an automation until they have been moved to "Active" either by clicking the confirmation link or being manually added to a list by an admin user. Note that manually adding unconfirmed contacts to lists will violate terms of use.

Unsubscribed

A contact is labelled as unsubscribed when they have either manually unsubscribed by clicking an unsubscribe link in an email campaign you've sent, or if they have been manually removed from a list by you or an "Unsubscribe" action in an automation.

Please note that if your contact is subscribed to multiple lists, they will only be unsubscribed from the list from which the campaign was sent – they will still receive campaigns if they are on other lists. This is a good argument for having as few lists as possible (and using segmentation to target particular groups within the list).

Bounced

A contact is labelled as bounced when an email campaign that is sent to them is rejected by their receiving email server. These rejection notices indicate the email address is either invalid or inaccessible.

There are hard bounces and soft bounces:

A *hard bounce* means that the message was returned with the error that it was permanently rejected. If we receive a hard bounce, the contact is immediately given the status of "Bounced" and we will no longer send to them.

A *soft bounce* means that the email address may be only temporarily unavailable. In the case of a soft bounce, we will try to send a message two more times. If it bounces three times total, we will give it the status of "Bounced" and we will no longer send campaigns or emails sent within automation to that contact.

Deleting Contacts

Deleting contacts is done at your own risk and they cannot be recovered.

1. **When you delete contacts, you are also deleting all past statistics associated with those contacts.** All contact history (such as the links they've clicked, which campaigns they've received, any other actions they've taken, etc) will be deleted.
2. When you view specific campaign reports, you can see lists of all contacts who opened the campaign, clicked links in the campaign, unsubscribed from the campaign, etc. **Any contacts you delete entirely from the system will no longer show up on those lists in previous campaign reports.**
3. **Be sure you no longer need this data before deleting any contacts from your system.**