

# Maintain a healthy email list and reduce unsubscribes

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## Clean your list regularly

Emails that cannot be delivered, known as **hard bounces**, should be removed **immediately** as they negatively impact your sender reputation. Soft bounces, emails that bounce temporarily, should be reviewed and removed after repeated occurrences. **Periodic checks with email verification services** help identify fake or misspelled addresses. **Implement double opt-in** by having subscribers confirm their subscription, leading to higher engagement and lower unsubscribe rates.

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## Engage your readers

Make your emails more relevant with **personalized content**, based on subscriber data, to address their specific needs. **Segment your subscribers** by behavior, interests, or demographics to send targeted messages to each group. **Automate** welcome series and re-engagement campaigns to nurture relationships. Tailor send times to match when your audience is most active.

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## Manage inactive subscribers

It's essential to re-engage or remove subscribers who haven't interacted with your emails over time. Define inactivity for your emails, like subscribers who haven't opened or clicked in 6 months. **Create re-engagement campaigns** to encourage inactive subscribers to rejoin with a special offer or reminder of value. **Let subscribers manage their preferences**, such as reducing email frequency, rather than unsubscribing. When re-engagement attempts have failed, **remove persistently inactive subscribers**.

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## Reduce unsubscribes

Prevent unsubscribes by setting the right expectations and delivering valuable, timely content. Let subscribers know how often they will hear from you and what kind of content they'll receive. **Provide value in every email** with something useful, whether it's tips, offers, or updates. Don't overwhelm subscribers with too many emails. **Monitor engagement** to find the right balance. **Make unsubscribing easy**—a straightforward unsubscribe process builds trust. Respect their preferences promptly.

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Follow content best practices

Relevant and well-designed content ensures that subscribers continue to find value in your emails. **Use segmentation and personalization** to send tailored content to different subscriber groups. **Maintain a consistent quality and tone** to develop a recognizable brand voice and build trust. Keep your audience engaged by balancing promotional material with educational or entertaining content. Ensure that your emails are **mobile-friendly** for the increasing number of mobile users.

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Analyze and improve performance

Constantly **measure your email performance** and adjust based on subscriber behavior. Track open rates, click-through rates, and unsubscribe rates to gauge performance. **A/B test** to experiment with subject lines, content, and design to find what resonates best with your audience. **Survey subscribers** regularly for feedback on how you can improve the content or frequency of your emails. If provided, use **unsubscribe feedback** to adjust your approach.

## Leverage Mailchimp tools:

- **List cleaning features:** Automate the process of removing unengaged or invalid subscribers.
- **Automation for re-engagement:** Use Mailchimp's automation tools to reach out to inactive subscribers automatically.
- **Segmentation tools:** Target specific groups of subscribers with personalized content to improve engagement.
- **Subscriber rating system:** Use Mailchimp's rating system to identify your most and least engaged subscribers.

### QUICK TIP

A healthy email list is about **quality over quantity**. Relevant, valuable content is the key to maintaining a strong list and keeping unsubscribes low.



A/B testing is available on an Essentials plan or higher. Availability of features and functionality varies by plan type. For details, please view Mailchimp's various [plans and pricing](#).