

Legacy Email Exception Report

Article Number

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Information

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The Email Exception Report gives you insight into who didn't receive an email and why they didn't receive an email. Exceptions are intended recipients to whom an email was NOT sent. The exceptions have been broken out into eight (8) explanations regarding why an email was undeliverable to a recipient:

- Duplicate address
- Invalid format for email address
- Email flagged as Invalid
- Constituent's account is disabled
- Constituent is deceased
- "Preferred Email" field is empty
- Unsubscribed
- Spam Report
- Unknown

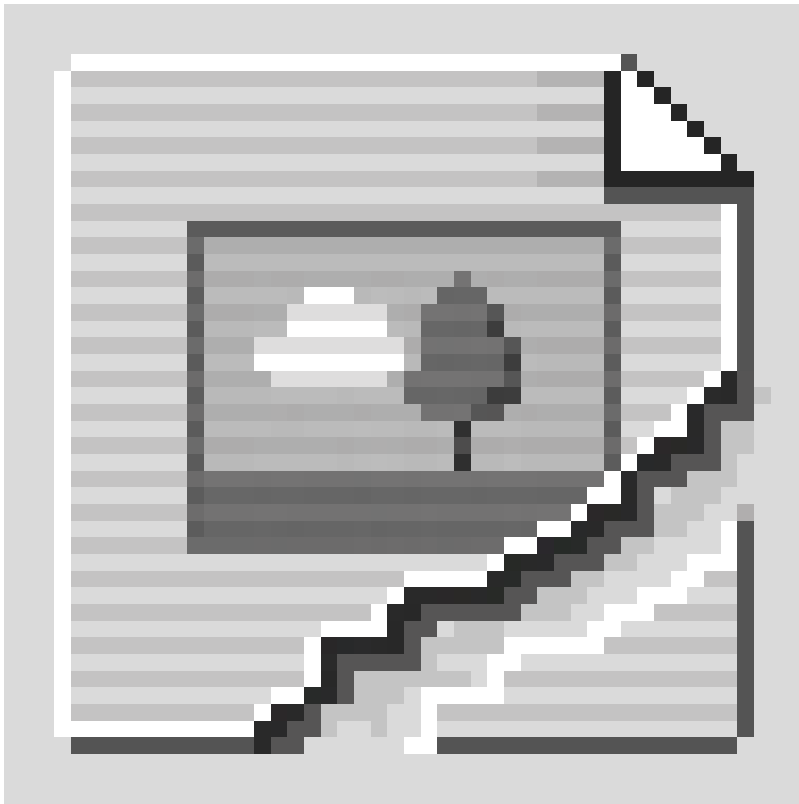
A download of the exceptions can be generated, which shows the Constituent ID, first name, last name, email address, and the exception reason. This will allow admins to take action on the emails that did not send and to clean up the recipient lists as needed.

Email Exception Report

The Email Exception Report is available on all emails that have been sent and is accessed through the Email History grid. Each email in the grid will have an option under the gear icon called Email Exception Report.



This option will open an email exception window with some general information on the email and the recipient list, the number of intended recipients vs. the number of actual recipients, the exceptions broken out into the eight (8) reasons, a link to download an exception report and a link to view the bounces for the email.



General information about the email includes email name, email category, and the last run date and time of the email. The recipient information will provide information on the sources used to create the recipient list (Data Viewer, Custom Lists and Email Address File). The emails sent equals the number of intended recipients minus the email exceptions. Emails sent in the exception modal equals the 'Sent' in 'Email Marketing Reporting' and equals the 'Recipients' value on the 'Email History' grid.

Emails that did not send to an intended recipient are broken out into the exception reason. iModules has identified eight (8) different exception reasons.

- Duplicate addresses - The recipient list had duplicate email addresses
- Invalid format for email address - The email address in the recipient list was in an invalid format.
Example: There could be a space in the email address: test @imodules.com or the email address is missing the .com: test@imodules.
- Emails flagged as invalid - An email in the recipient list has been flagged in the database as invalid.
- Constituent's account is disabled - An email in the recipient list is tied to a member that is set to disabled.
- Constituent is deceased - An email in the recipient list is tied to a member that is set to deceased.
- Preferred email field is empty - A member in the recipient list does not have a value in the preferred email field.
- Unsubscribes - An email in the recipient list is tied to a member who has unsubscribed globally, unsubscribed from a community or unsubscribed from a category.
- Spam Report - The constituent has marked the email as spam.
- Unknown

A link to download an exception report will generate a csv file with the constituent ID, first name, last name, email address and the exception reason for every email address that was excluded from the send. The exception reasons will be the following:

- Duplicate - Duplicate addresses
- Invalid Format - Invalid format for email address

- Invalid - Emails flagged as invalid
- Disabled - Constituent's account is disabled
- Deceased - Constituent is deceased
- Empty - Preferred email field is empty
- Site Opt-out, Community Opt-out, Category Opt-out - Unsubscribes
- Spam Opt-out
- Unknown

There can be multiple reasons listed for an email address if there are multiple reasons why it would not send.



A link to generate a bounce report for the specified email is also available. The bounce report option will take the admin to the existing bounce report filtered for the specific email campaign. Here the admin will be able to see the emails that were sent, but were bounced back and the error code / reason they were bounced back. The bounce data is generated in a nightly process, so if the admin tries to view the bounces the same day as the send they will see not see any bounces listed and there is a message 'No email bounces were returned for the filters you selected.'



The 'Filter by Campaign ID' will be pre-populated with the campaign ID from the campaign the admin is viewing. The Clear / Reset Filters option will clear the campaign ID filter and return the admin to the main page for the bounce reporting with the Email History grid to allow the admin to select any email and view the bounces.

Business Rules

- The email exception report can be viewed on express emails, one time emails and each instance of a recurring email.
- The email exceptions are generated on recipient lists generated through data viewer, custom lists or email address file.
- If a recipient in the file falls under multiple exception reasons, they are only listed in the summary on the exception window one time. They will be listed in the file with multiple exception reasons.
- The system reviews the file and marks exceptions in the following order:
 - Invalid format for email address
 - Emails flagged as invalid
 - Constituent's account is disabled
 - Constituent is deceased
 - Preferred email field is empty
 - Unsubscribes
 - Duplicate and Unknown addresses
 - Duplicates and Unknown exceptions are handled a little differently in the review process. The emails are first reviewed to see if they fall into any of the other exceptions first. If the email address falls into one of those exception reasons, then it is not reviewed to see if it is a duplicate. If it does not fall into any of the other exception reasons, then we review to see if it is a duplicate. If it is a duplicate, we mark it as such in the email exception summary and in the email exception file. Once duplicates have been reviewed, then any remaining emails that were not sent would be listed as an Unknown

- **NOTE:** *Due to the way the Duplicates and Unknown exceptions are evaluated, you will never see an email address in the file listed with an exception reason of duplicate along with any other reason.*
- Bounces are generated during a nightly process, so they will not be available for the email the same day the email is sent.
- The Email Exception option will be available on all emails in the Email History grid when it is released, however, only new emails will see the exception information (created after the enhancement was added). Emails that were sent prior to this release will only be able to view the bounce information.
- The sum of the exceptions and the emails sent equals the intended recipients.
- Emails included in the email recipient list that are generated using the data viewer or a custom list are regenerated at the time of the send. So, an email address that is considered good to go at the time the email is created could be flagged as an exception at the time of the send. Example: An email is created on 1/10/2015 and the recipient list is created from a data viewer query that pulls in the email addresses for the class of 2000. At the time the email is created there might be 200 emails that are considered good to go, but on 1/12/2015 an email address is marked as invalid. At the time of the send on 1/14/2015 the email address marked as invalid on 1/12 would be counted as an exception.

Additional Information

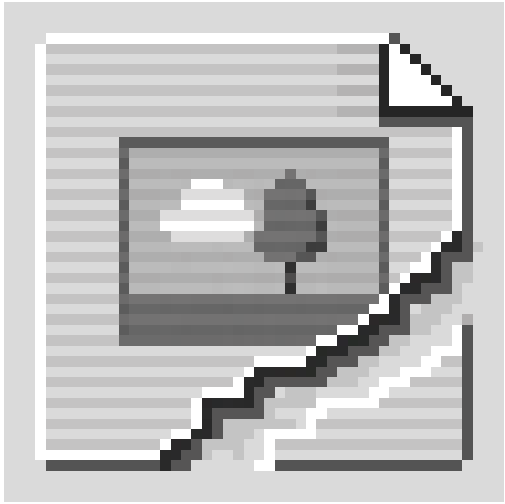
Existing emails will see the Email Exception Report option under the grid icon on the Email History grid, but will only have access to the bounces for the email. Exceptions will not be available for emails that were already before this enhancement rolled out.

The intended recipient list **can** be higher than the number of rows uploaded in a file. The reason this happens is because when the file is uploaded, all records (member records and non-member records) associated with the email address are pulled in and counted in the intended recipient count. For example, if the uploaded file includes email address george@gmail.com and in the database there are three non-member records with the email address of george@gmail.com, then that one row in the import file will count as 3 in the intended recipient list.

Spam Reporting and Email Subscriptions

Email service providers degrade the sender reputation of IPs that have a large number of spam reports. The iModules spam report is a sender reputation protection mechanism.

If a constituent marks an email message as spam, the spam flag is activated for that constituent's record in the community (GID) of the sender and the constituent will not receive email from the GID where a spam flag is active. The email subscription tab of the constituent profile will show "I have opted out by marking community email as spam." The spam report checkbox is editable by the individual whose record is associated with the spam flag, but is not editable by any type of client administrator.



Spam Business Rules

- Google does not provide spam reporting on individuals, so no Gmail address will ever have a spam flag set to true.
- Spam flag functionality matches that of a community level opt-out field.
- The spam flag displays on the subscription management tab of the profile as the bottom most option.
- If the spam flag is checked, all other subscription check boxes are grayed out and are not editable.
- A spam report flag is not editable by any type of client administrator.
- iModules employees can edit spam flags.
 - iModules employees can clear a spam flag if a client administrator provides dated proof of opt-in.
- Administrators can export a list of spam flagged members from Email Opt-out reporting.

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