

Understanding and Managing Email Bounce on systeme.io

Introduction

A **bounce** means your message never reached the recipient's inbox. On systeme.io, bounces affect **campaign statistics**, **contact status**, and your place in **sending reputation pools**. Help article 2924 explains the mechanics—this guide turns that into an actionable workflow.

Ignoring bounces is expensive: ISPs and systeme.io treat repeated sends to bad addresses as abuse signals, which pushes more mail to spam for everyone on your list.



What Is an Email Bounce?

When you send from systeme.io, the recipient's mail server accepts or rejects the message. A **rejection** (or failed delivery after retries) is recorded as a bounce in your newsletter or automation statistics.

Bounce rate = bounced deliveries ÷ emails sent (shown per campaign under **Stats** → **Bounced**). Track it weekly alongside open rate and spam rate.

Hard Bounces vs Soft Bounces

systeme.io distinguishes two categories: **hard bounces** and **soft bounces/blocks**.

Hard bounce (permanent)

- Invalid address, domain does not exist, or mailbox permanently removed.
- Email **will not** be delivered on retry.
- In statistics, the address often appears **gray** and is **not clickable**—the platform treats it as a definitive failure for that send.

Soft bounce (temporary)

- Mailbox full, server temporarily down, or short-term block.
- Providers may retry delivery over hours (often up to ~72 hours in industry practice).
- In statistics, the address may appear **blue** and **clickable**—a temporary failure for that message.
- **Do not** rush to permanently delete every soft-bounce address; many resolve on the next send.

If soft failures repeat and become permanent, they escalate toward hard-bounce behavior and list suppression.

Reading Bounces in Campaign Statistics

1. Open **Email** → **Newsletters** (or the sent broadcast).
2. Click **Stats** on the message.
3. Select the **Bounced** tab to see bounce count and rate.
4. Review each address:
 - **Gray** → hard bounce pattern.
 - **Blue / clickable** → soft bounce pattern.

Use this view after every major send. A spike right after importing a large CSV usually means **stale or purchased data**—not a platform bug.

“Bounced” Status on Contacts

Separate from per-message stats, contacts can carry a **Bounced** state in CRM.

- Example: inbox full → address may be marked **Bounced** on the contact record.
- **Future emails are not attempted** to that contact— systeme.io blocks the send because delivery would fail again.
- That protects your bounce rate and shared IP reputation.

For a **single-message** soft rejection that does **not** update the contact, the platform may only log the bounce on that campaign—no global Bounced flag.

False positive?

If you are certain an address is valid again (typo fixed, mailbox cleared), contact systeme.io support to reactivate the contact and remove them from the bounced list. Do not delete and re-import blindly—that can duplicate records.

How to Manage Bounced Contacts

Best practice (recommended)

- Regularly review contacts in **Bounced** state.
- **Delete** confirmed bad addresses from your active database.
- Keep lists clean so open rates stay healthy and spam placement drops.

Delete bounced contacts in CRM

1. **CRM** → **Contacts**.
2. **Contact state** filter → **Bounced**.
3. Select contacts (checkbox / select all).
4. Click **Delete** and confirm.

Before bulk delete: confirm they are **hard bounces** or long-term failures, not a one-off soft bounce you still want to reach.

[How to Manually Clean Your Email List](#)

Bounces and Sender Reputation Pools

systeme.io assigns accounts to risk pools using opens, spam complaints, and **bounce rate**. Indicative thresholds:

Pool	Bounce rate (guide)
Low risk	< 0.7%
Moderate	0.7% – 1.8%

High / quarantine > 1.8% up to 5%+

High bounce rates isolate your sending from healthier accounts and increase spam-folder risk. Cleaning bounced contacts is non-optional hygiene.

Preventing Bounces Before They Happen

- **Double opt-in** so typos never enter your list.
- Never import purchased or scraped lists on systeme.io.
- Use obvious validation on forms (format check, disposable-domain block where possible).
- Warm up volume after large imports—see [first-few-days deliverability guidelines](#).
- Authenticate your domain—bad auth increases soft blocks at gateways.

Troubleshooting

Situation	What it means	Action
Bounce rate jumped after import	Invalid emails in file	Filter Bounced → delete; fix signup source.
One contact Bounced, others fine	Likely full inbox or bad address	Verify with user; delete or ask support to reactivate.
Soft bounce on stats only	Temporary	Wait; avoid deleting immediately.
Gray hard bounce	Permanent	Remove from list.
Can't send to valid lead	Bounced flag active	Support reactivation.
Pool moved to moderate/high	Metrics slipped	Clean bounces + inactives; improve content.

Frequently Asked Questions

Hard bounce?

Permanent failure; gray in stats; remove from list.

Soft bounce?

Temporary; blue/clickable in stats; retry later.

Bounced contact status?

Future sends blocked for that address.

Delete how?

CRM → Contact state → Bounced → Delete.

Target bounce rate?

Stay under ~0.7% for low-risk pool alignment.

Related Resources

- [What to Do with Contacts That Have a Bounced Status](#)
- [How to Delete Bounced Contacts](#)
- [Why Do My Emails End Up in the Spam Folder?](#)
- [How to Improve Your Email Deliverability](#)

Monitor bounces on every send in [systeme.io](#) —clean lists deliver; dirty lists bounce.

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