

What to Do With Contacts That Have a "Bounced" Status

Introduction

When an email cannot be delivered, systeme.io may mark the contact as **Bounced** in your list. That status is a deliverability safeguard—not a glitch. This guide explains what it means, what happens to those contacts, and the hygiene habits that keep your campaigns healthy.

Official help (article 276) recommends **reviewing bounced contacts regularly** and **deleting** addresses you should no longer mail.



What Triggers a Bounced Status?

Depending on the delivery failure, the platform automatically flags the contact as **"Bounced."** Common underlying causes include:

- **Invalid or non-existent** email address.
- **Permanent rejection** by the recipient's mail server.
- **Mailbox full** or similar conditions treated as a hard delivery problem.

- **Spam complaint** — if someone marks your message as spam in their inbox, they can also be moved to **Bounced** on systeme.io.

Campaign and newsletter **statistics** show who bounced on a given send—useful for spotting typos, list-import issues, or sudden spikes after a new lead magnet.

Hard Bounce vs Soft Bounce

Understanding bounce types helps you decide whether to delete or wait:

Type	Meaning	On systeme.io
Soft bounce / block	Temporary issue (server busy, filter, transient rejection).	Often does not mark the contact as Bounced for that single failed attempt—the rejection applied to one message.
Hard bounce	Permanent failure (bad address, domain doesn't exist, long-term unavailability).	Contact gets Bounced status; future sends to that address are not attempted .

Continuing to mail dead addresses hurts **sender reputation** and inbox placement for everyone on your list. Remove hard bounces from your active database once you confirm they are unusable.

Consequences of the Bounced Status

To protect deliverability, contacts in **Bounced** status on systeme.io **no longer receive emails**—campaigns, automations, or broadcasts. The platform blocks further attempts because delivery is unlikely and repeated failures accumulate errors that ISPs notice.

The more delivery errors you stack, the more risk to **deliverability** for valid subscribers. Cleaning bounced rows is how you keep the majority of your list reaching the inbox.

Best Practice: Check and Delete

Official guidance is clear:

- **Regularly** open your list of contacts in **Bounced** status.
- **Delete** those addresses from your database when they are truly invalid.

This keeps your list accurate and improves overall performance of email sends on systeme.io.

Before you delete

Confirm the address is a **hard bounce** or otherwise permanently bad. Deleting a contact you could still reach loses a real subscriber—double-check newsletter bounce details first.

How to Find Bounced Contacts

1. Go to **Contacts** in your dashboard.
2. Open the **Contact state** filter.
3. Select **Bounced**.
4. Review the list—note addresses, domains, and import batches if you see patterns.

You can also review bounces from a sent newsletter: open **Emails** → **Newsletters**, view **stats**, and inspect the **Bounced** segment for that send.

How to Delete Bounced Contacts

1. With the **Bounced** filter applied, select contacts (checkbox per row or select all).
2. Click **Delete** and confirm.

Step-by-step detail lives in help article 627 (delete bounced contacts). Deletion is permanent for that contact record—export first if you need an audit trail.

Delete is appropriate for hard bounces. For contacts who asked to stop marketing, **unsubscribe** may be enough—see [How to Manually Clean Your Email List](#).

Bounced by Mistake?

If you are **sure** a contact was marked bounced incorrectly—for example the mailbox was temporarily full and is now active—do not keep guessing from the UI alone. Official help recommends you **contact systeme.io support** so they can **reactivate** the contact and remove them from the bounced list when appropriate.

Support can manually reactivate when you confirm the address is valid and available again.

Prevent Future Bounces

- Use **double opt-in** or verified forms to reduce typos.
- Avoid buying or scraping lists—invalid addresses bounce fast.
- Authenticate your domain (SPF, DKIM, DMARC) on systeme.io.
- Remove inactive and unengaged contacts on a schedule.
- Monitor bounce rate on each broadcast; investigate spikes above your normal baseline.

Troubleshooting

Issue	Likely Cause	Action
Bounce rate suddenly high	Bad import or old list	Filter Bounced; delete; fix signup source.
Valid customer is Bounced	Full mailbox or false positive	Contact support to reactivate.
Soft bounce not in Bounced filter	One-time temporary failure	Monitor; may deliver on retry.
Spam complaint contact	User marked spam	Do not re-mail; delete or leave suppressed.
Cannot delete one address	UI / selection	Open contact profile → delete individually.
Bounces after domain change	Auth or From mismatch	Re-verify domain and sender address.

Frequently Asked Questions

Do bounced contacts get email?

No—they are suppressed from sends.

Delete them?

Yes, regularly, when addresses are invalid.

Hard vs soft?

Soft = often temporary; hard = permanent, often Bounced status.

Spam → Bounced?

Yes, automatic in many cases.

Mistake?

Contact [systeme.io](#) support for reactivation.

Related Resources

- [How to Manually Clean Your Email List](#)
- [How to Improve Your Email Deliverability](#)
- [Good Practices for Email Deliverability](#)
- [How to Authenticate Your Domain Name for Email Sending](#)

Manage contacts and email on [systeme.io](#).

Last updated: July 3, 2026