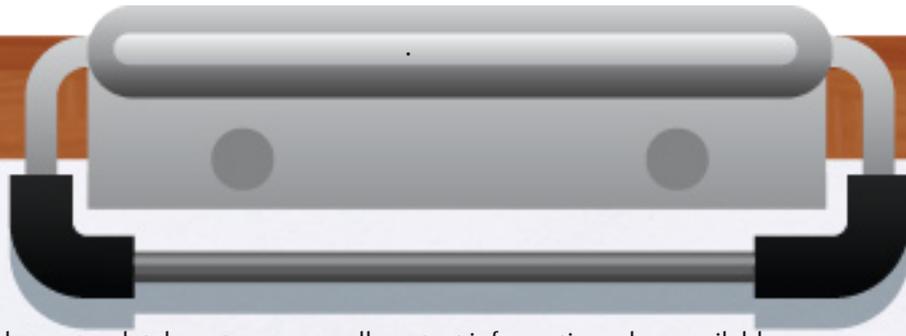




Database Management Checklist

Maintaining a clean database has many benefits to your business. Ensuring you have up-to-date, relevant information on subscribers allows you to create segments within your database and target content accordingly. This approach is highly effective because it creates a more personal experience for each subscriber based on their specific interests and preferences.



- Use a single master database to manage all contact information when available.
- Synchronise contact information between disparate systems by updating and overwriting contact information based on unique identifiers like 'email address' or 'customer number.'
- Ensure database segments can easily be identified based on your various fields. Example fields might be 'State,' 'Interests' and 'Customer Type.'
- Ensure database fields are setup in the best format for people to easily enter their data correctly. For example, 'Name' would be a text field, 'State' a dropdown field, and 'Interests' a checkbox field.
- Regularly remove duplicate contacts that might exist within and across databases.
- Regularly conduct surveys to collect feedback and updated information from subscribers.
- Exclude recipients who report your email as Junk or Spam (known as 'Complaints' in Vision6) from future mailings by unsubscribing them in your database.
- Make sure a simple unsubscribe option is easy to find in all of your email messages.
- Tell unsubscribers how they can stay connected to you via channels such as social media if they wish.
- Remove any manual unsubscribe requests (such as a personal email from someone asking to be unsubscribed) from your database.
- Monitor your bounce rates and ensure they remain less than 6% as a benchmark. If you regularly exceed this benchmark, update your database records and/or remove permanently bounced contacts.
- Update, delete or deactivate your permanent bounces after each email campaign.
- Implement automated bounce management systems that save you time and help maintain a clean database.
- Conduct routine list maintenance campaigns asking contacts to update their information.
- Include an update profile link in all email messages for contacts to easily update their details.
- Include an online preference centre in your website enabling subscribers to manage their profiles at any time.

To learn how to manage your database with Vision6, register for our free training session on Managing Contacts.



More great checklists to help you with your e-messaging:

[Database Growth](#) | [Database Management](#) | [Email Content and Design](#) | [Processes and Practices](#)