

MultiBrief – Subscriber List and Delivery FAQs

An individual has signed up for the MultiBrief using the subscribe feature, but still isn't receiving it.

- or -

We've included individuals on our subscriber list, but they aren't receiving it.

There are several reasons why an individual who has subscribed may not receive the MultiBrief.

- The email address may have been unsubscribed from the MultiBrief in the past. If this is the case, the individual must be removed from the unsubscribe list before they can re-subscribe.
- The MultiBrief could be filtered as junk mail or spam. If the email is not in a subscriber's junk folder, it may be quarantined by another layer of SPAM filters that some companies and institutions implement.
- The individual may have globally unsubscribed from MultiView/MultiBrief communications in the past.
- The email address may appear on a MultiView suppression list, preventing it from being added to a subscriber list.
- When a subscriber list is loaded into our mail system, any emails appearing on the unsubscribe or suppression list are automatically removed.

What is a suppression list?

A suppression list includes email addresses that MultiView has not been able to successfully send emails to. To protect our reputation as a sender, MultiView has policies in place that prevent us from attempting to send a MultiBrief or other email to any address appearing on this list.

There are several ways an email address ends up on the suppression list. An email address on your subscriber list may be placed on the suppression due to a bounce from another brief's subscriber list or a different MultiView publication.

The examples below represent common occurrences, but are not all-inclusive:

- An email that we sent may have been blocked by the receiving mail server. This means that our sending domain is not allowed to send messages to this address.
- An email that we sent may have been "hard bounced" back to us. This means there was a permanent failure in attempting to deliver the message. This could be caused by an invalid address, a typographical error in a subscriber list, a receiving mail server outage, or a variety of other circumstances
- Multiple emails that we sent may have been "soft bounced" back to us. A soft bounce is a one-time failure in attempting to deliver the message. This could be caused by someone's mailbox being too full to accept the email, a mail server not accepting email at the time of the publication, or restrictions placed on a receiving mail server. After several soft bounces, the email address is moved to the suppression list.

An email address on your subscriber list may have been moved to the suppression due to a bounce from another brief's subscriber list or a different MultiView publication.

When checking our MultiBrief reporting, our total sent number is declining – what causes this?

The total number of sent emails indicates the number of addresses to which we attempted to deliver the MultiBrief.

Individuals may have unsubscribed from the MultiBrief, or email addresses may have been placed on the suppression list. The drop in the number of emails sent will most likely correlate to the total number of messages successfully delivered in previous weeks.

What should an individual do if they want to receive the MultiBrief but can't for one of the reasons above?

If they have unsubscribed in the past:

The individual should confirm they want to receive the MultiBrief again. MultiView will manually remove them from the unsubscribe list so they may be included in the mailing list.

If the MultiBrief is being delivered, but marked as spam:

Many ISPs have a button, or an option, for the recipient to “rescue” an email from their junk folder, or mark it as “Not Spam.” Alternatively, if the individual uses a mail service such as Yahoo or Hotmail, they should add our sending domains to their Safe Senders List. If they are using a corporate or institutional email address to subscribe, the individual will need to have their IT department add our sending domains to their whitelist.

Our sending domains are:

- multibriefs.com
- strongmail.multibriefs.com
- email.multibriefs.com
- multiview.com
- strongmail.multiview.com
- email.multiview.com

If the individual's email address appears on MultiView's suppression list:

Add our sending domains to the Safe Sender or Whitelist as described above.

Once the individual confirms this has taken place, MultiView will manually remove the address from the suppression list so they may be included in the mailing list.