

When moving over data from different platforms or if you've been running your email marketing system for quite some time, it's really important for you to maintain what we call a suppression list. A suppression list is the list of people that either have bounced in the past, they

have bad emails, or maybe they request it to be opted out from the system. And the reason.

we would like to maintain this data just for accidental things that could happen in the future. For example, you might end up pre-importing a list that includes that old data, and you.

don't want to re-send them emails by mistake. So we maintain that suppression list as we call it.

just to avoid any accidents in the future. Maintaining a proper email hygiene is super.

important, and you're going to hear me kind of preach on this throughout all my future sessions on emails. The way you can activate your suppression list is by going to your.

contact section, click on lists, and from this gear icon you're going to see activate suppression list. Very easy, very simple. Now on this view, I'm going to assume that you.

have some sort of an Excel file that includes all the email you'd like us to suppress. Now.

you can import names, you can import additional information, but I think for this purpose, maybe just a name and an email suffice for just adding these records on VBOT and we'll take care of the rest for you. From the right, you're going to initiate a mass import, and.

you'll see an option very soon, which includes suppressing entire domains. For instance, let's.

assume you do not want to email anybody that has Gmail in their domain, you can go ahead and simply click that option and then upload a list of domains you'd like to suppress. This.

works really well with people targeting large organizations, and they want to avoid accidental imports of leads from these specific types of companies. Either way, the import process.

is very simple. Maintain a CSV file with those records and simply add them to VBOT, and we.

will automatically take care of this ourselves. You can also add individuals directly, for.

example, if I go back to all contacts, and let's say this email should be suppressed. What I.

can do is scroll to the right, and on the right side, I can add them to a list, and you'll see actually I can do it from the profile I can unsubscribe from all lists. So by doing that, I.

add this record to the suppression list. There's one method as well, which automates things.

within the suppression process I can literally just click on automation and build that a whole.

sequence that adds people to the suppression list. And then I can add that to the suppression.

automation and build that a whole sequence that adds people to that suppression list if they do.

take certain actions or they click on certain buttons in the emails and so on. So that's part.

of creating automated sunset policies for your clients.