

NPro Bounce Manager

User's Guide

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1 Installation

1.1 Files in this package

You will find the following files in the Bounce Manager package:

1. bounceManager.asp
2. bmJmail.asp,
3. bmAspPop3.asp
4. bmChilkat.asp
5. bmDynuPOP3.asp
6. bmSigs.xml
7. bmRemove.asp
8. Folder: ChilkatAx-9.5.0-win32

Files 1-7 must be placed in the **admin** folder.

After uploading your files log in your Newsletter Manager Pro admin panel and go Menu>Add-ons>Bounce manager.

1.2 Installing the Chilkat component

Open the folder ChilkatAx-9.5.0-win32.

Then [visit this page](#) for installation instructions.

Since classic ASP runs on 32 bit you will find only the win32 version in your zip package. Proceed as explained. In short, you will run the *register_win32.bat* script with administrative privileges.

Possible errors

You may see the following error when trying to use the bounce manager.

```
Server object, ASP 0178 (0x80070005)
The call to Server.CreateObject failed while checking permissions.
Access is denied to this object.
```

In this case proceed [according to this](#).

When faced with ActiveX permissions problems, make sure the DLL is not located in a non-local (i.e. mapped or shared) directory. Windows will not fully trust the files on these mapped directories (unless

they are modified to be fully trusted), and this can cause permissions problems.

In this case, unregister the dll, move the Chilkat files to another location and register it again.

1.3 How it works

Suppose that you send your newsletters from this email account: email@mydomain.com.

When a newsletter is undeliverable the post master will send it back to email@mydomain.com along with an explanation of why it came back. With the Bounce Manager you can read these returned emails before you download them into your email program (e.g. Outlook, Thunderbird etc).

The bounce manager will:

1. Analyze these messages and determine the ones that are bounces,
2. Update the related subscriber accounts,
3. Delete these messages from the server.
4. It will not delete subscribers. You may do that using the available utilities.

Therefore it is imperative that you don't access neither download this email account with your email client. The emails must be on the server so they can be found and analyzed. First use the Bounce Manager, allow also some time for late delivery (can be hours or days sometimes) and then use your email program to see or download the remaining emails.

2 Operation

2.1 Before sending

In [Menu>Tools>Configuration & Settings](#) you have the following:

| | |
|--|------------------|
| The email account from which newsletters are sent: | info@domain.com |
| Reply-To email address: | reply@domain.com |

“[The email account from which newsletters are sent](#)” is the email account that sends the newsletters and also the email account that Bounce Manager will read for the undeliverable newsletters.

The “[Reply-To email address](#)” is the email account where the subscriber will send his answer while reading your newsletter if he clicks on the reply button.

For sending it is safe to use a sending account that is not your main communication email. In this way you can be sure that the Bounce Manager component will not access or delete any important emails. Although Bounce Manager deletes only emails that identify as bounces this is a good safety measure to take. Furthermore, since it is the “Reply-To email address” that subscribers will use if trying to answer to your newsletters you can be sure 100% that they will reach you.

This is why in some popular newsletters you usually see a sender’s email like:

list0001...@...domain.com

At the bottom of the same page you have:

| Bounce manager settings | |
|--|--|
| Pop3 mail server: | <input type="text" value="mail.domain.com"/> |
| Pop3 email/username: | <input type="text" value="info@domain.com"/> |
| Pop3 password: | <input type="password" value="....."/> |
| Delete bounces identified as auto-responders?: | <input type="button" value="NO"/> ▾ |
| Number of emails to process in a single run: | <input type="text" value="10"/> |

The above are the settings (pop3) that bounce manager will use in order to open and read the mailbox. Usually they are the same as the smtp settings (that are required in order to send the newsletter). But at some hosts they are different.

2.2 After sending

Allow for a few hours after your sending and then go to the Bounce Manager page where you will see:

Bounce manager

Process bounced emails with [Jmail](#)

Process bounced emails with [DynuPOP3](#)

Process bounced emails with [AspPop3](#).

Process bounced emails with [Chilkat](#).

Delete all subscribers having greater than

Set as un-confirmed all subscribers who have greater than

Set bounces counter for all subscribers to 0: [Reset](#)

Click on the component that you want to use and wait. Depending on the size of the list and the number of un-deliverable emails it can take some time. At the end you will see this screen:

Bounce messages processing results

Found 120 messages in the mailbox.

Soft bounces: 40

Hard bounces: 40

Auto-responders: 30

No weight assigned: 10, meaning that it could not weigh

[Back to Bounce manager](#)

Then you now that the processing has finished. Perhaps some emails take longer to bounce, even days. Therefore run this utility again after some time.

At the end it is good to download the remaining emails in your email program and see if there were any bounces that were not caught by the Bounce Manager (see next paragraph for fine tuning).

At this point the subscribers' properties, whose emails generated the bounces, soft and hard bounces were updated. **But no subscribers were deleted from your system.**

Because a valid email account can at certain times return soft bounces or even hard bounces it is not a good idea to delete the subscribers from the first bounce. Instead it is better to take action and decide who to delete after a few mailings. To delete subscribers whose emails produce bounces use this menu:

Delete all subscribers having greater than
Set bounces counter for all subscribers to 0: [Reset](#)

You will get a mini report when the deletion ends:

Deleted 30 subscribers who had hard_bounces greater than 3.
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Or perhaps you want to set them as un-confirmed, so you can exclude them from your mailings and decide later what you want to do with them.

Set as un-confirmed all subscribers who have greater than

2.3 Fine-tuning

In Bounce Manager you can define whether a bounced email (returned message) would be classified as a soft or a hard bounce. In order to do that you must edit the file "bmSigs.xml". As the file is now it is updated with most common bounce responses (descriptions). So there is no need to update it now. But perhaps fine-tune it in the future as your sending evolves.

If you open this file (using a text editor or an xml editor) you will see lines in this pattern:

```
<z:row signature='MAILBOX NOT FOUND' weight='2'/>
```

Where signature is the string (part of text) that must be found in the returned message in order to recognize it and classify it as bounced. You will see three different weights in this file: 0, 1 and 2.

0 is for returned messages that seem to come from **auto-responders**.

1 is for returned messages that seem to be **soft bounces**

2 is for returned messages that seem to be **hard bounces**

In the example above the signature is 'MAILBOX NOT FOUND' and the weight is 2.

Since the messages that the mail servers give when an email bounces may vary, having this xml file that you can fine tune as you like is a very efficient approach to bounced processing.

In addition, you will notice in this file that some signatures are in **languages other than English**. If your bounced emails return with non-English messages then you must update (add your own signatures and weights) in the xml file.

After the Bounce Manager has finished processing you will eventually download the remaining messages in your email program. If you see bounces that were not caught by the Bounce Manager, read them carefully and try to see the keywords that really make this a bounce.

Then update your “[bmSigs.xml](#)” by adding a new line (signature and weight) similar to the example above.

Thank you for using the Bounce Manager component.

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<mailto:info@designerfreesolutions.com>