



The Eleven Email Events and the Email Life Cycle in MassMailer

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Delivery Events	Engagement Events
Processed Dropped Delivered Deferred Bounce	Open Click Spam Report Unsubscribe Group Unsubscribe Group Resubscribe

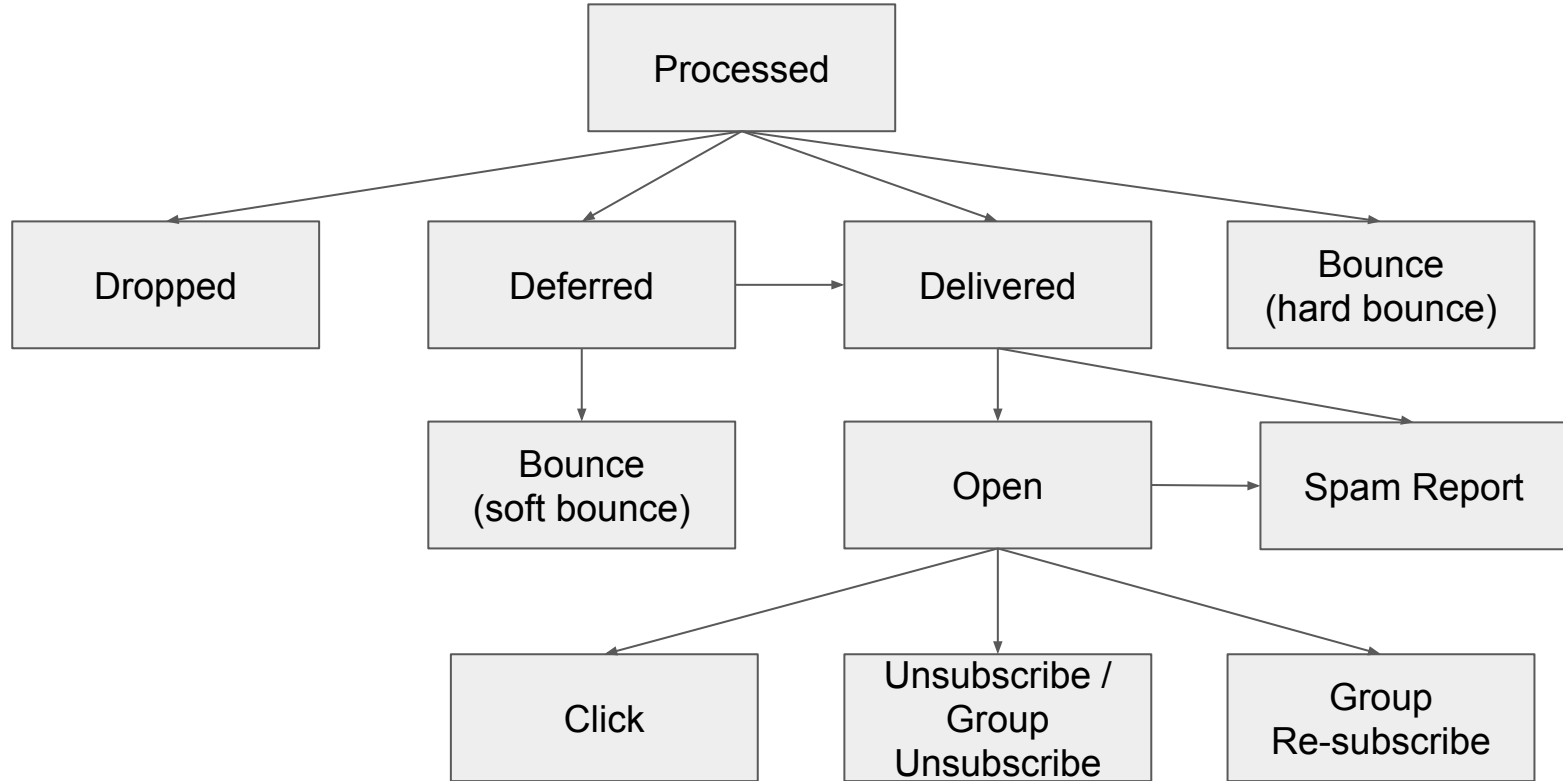
Delivery Events

Processed	This event fires when SendGrid receives an individual message and prepares it to be delivered.
Dropped	Many reasons to drop an email. <ul style="list-style-type: none">- Previously Unsubscribed- Previously Bounced- Previously reported as Spam
Deferred	When the email is getting rejected continuously then the email status is changed to deferred; SendGrid tries to send emails up to 72 hours.
Bounce	Hard Bounce: <ul style="list-style-type: none">- Message cannot be delivered permanently because the email is invalid. Soft Bounce: <ul style="list-style-type: none">- Email is valid but the server is rejecting perhaps due to over quota for example.
Delivered	When the email has been accepted by the receiving server this event is fired.

Engagement Events

Open	When the recipient opens the email, this event is fired.
Click	When the recipient clicks on any link in the email, this event gets fired.
Unsubscribe	When the recipient unsubscribes from your emails.
Group Unsubscribe	When the recipient unsubscribes from a specific email preferences group.
Group Resubscribe	When the recipient re-subscribes from a specific email preferences group.
Spam Report	When the recipient complaints to the ISP about your email as spam.

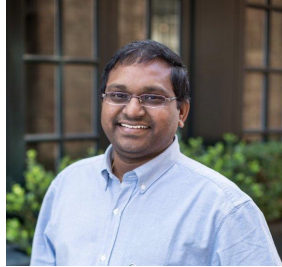
MassMailer Email Events Sequence



Auto Suppressed Events in MassMailer

Hard Bounce
Unsubscribe
Group Unsubscribe
Spam Report

We are here to help!



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