

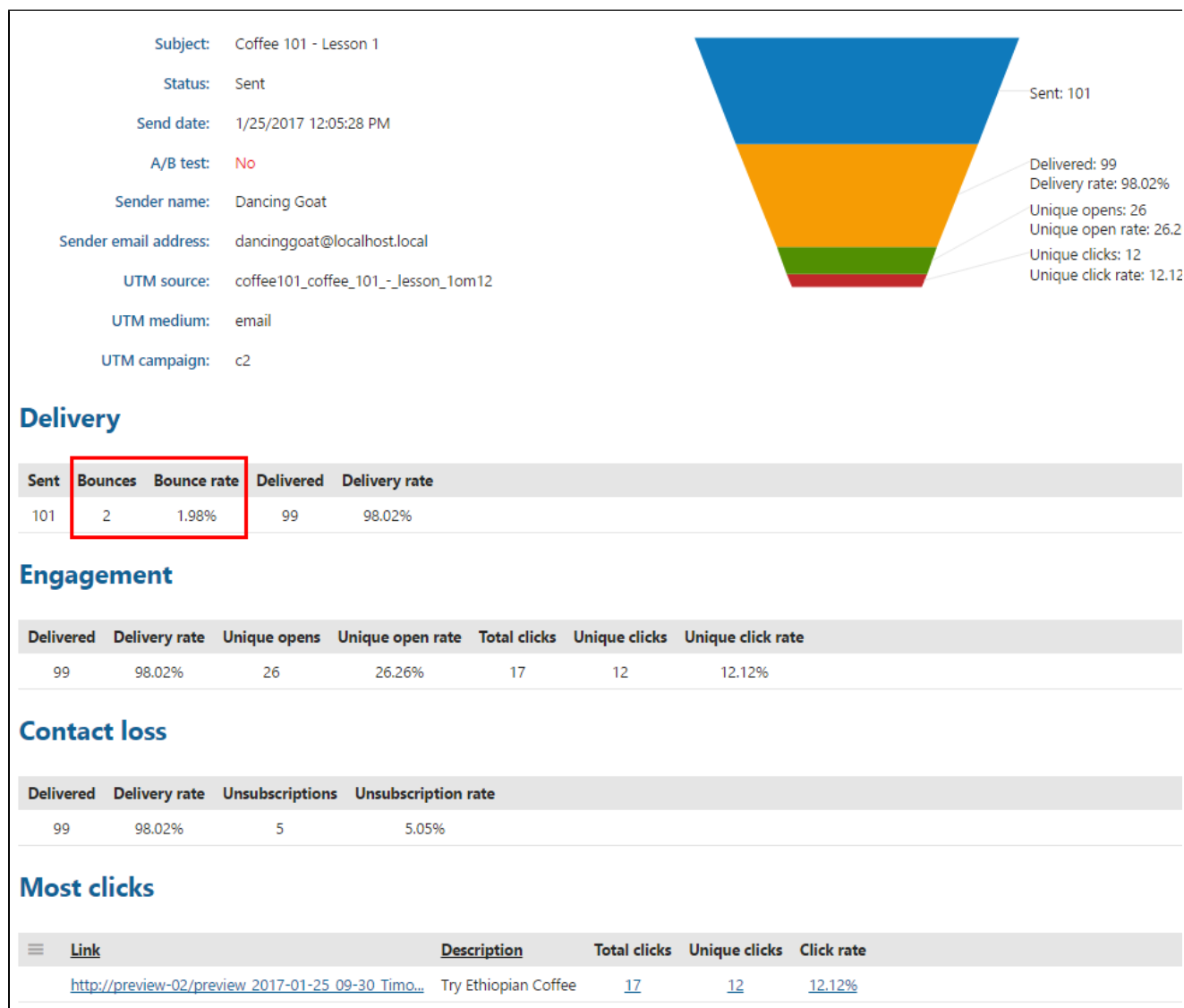
When an email cannot be delivered successfully, an automatic reply informing about the problem is returned (bounced) back to the sender. Tracking bounced emails allows the system to identify email addresses that do not correctly receive marketing emails. Removing invalid addresses from your mailing lists saves bandwidth and improves the accuracy of your subscription statistics, leading to a better delivery rate.

Ask your administrator to [configure bounced email monitoring](#).

## Viewing the bounce count

You can view bounce statistics for individual marketing emails.

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (✎) an email campaign or a newsletter.
3. On the **Emails** tab, **edit** (✎) an email.
4. Switch to the **Reports -> Overview** tab.



The **Reports -> Overview** tab of a marketing email shows the total amount of bounces for the specific email. This allows you to view the amount of sent emails and compare it with the number of bounces.



#### **Reaching the bounced email limit**

When a contact reaches the bounced email limit, they no longer receive any marketing emails and have the **Undeliverable** status. The status helps you identify recipients with invalid email addresses to which marketing emails cannot be delivered.

You can view the recipient statuses on the **Recipients** tab of a newsletter or on the **Email recipients -> Recipient list** tab of an email campaign's email.