

Email List Cleansing

03/09/2026 11:55 am EDT

List Cleansing is the process of scrubbing your email list of invalid, disabled, and risky addresses.

Email lists play a major role in email deliverability. Every year, at least 22.71% of an email list degrades, and it's important to remove inaccurate and inactive accounts to maintain list health. Using a list-cleansing solution will help you achieve high deliverability rates.

List hygiene also affects your email reputation. A poor-quality email list can have a direct impact on your sender reputation. It's important to keep your list up-to-date.

By eliminating irrelevant contacts, List Cleansing improves the quality of your email list and increases the effectiveness of your email program. ISPs tend to favor senders with clean and regularly updated lists. It increases your brand's credibility too!

When to cleanse lists

Cleanse your old lists if you plan on introducing older, unengaged subscribers, as they can harm your sender reputation. The inactive list contains users who haven't engaged with your email in the last 1-2 years.

 Talk to your CSM / Deliverability Manager about the list hygiene service Bluecore uses. It can take more than a week to cleanse the list.
