CUSTOMER GUIDE · EMAIL DATA QUALITY

How we keep our email data accurate

Checked by people and verified again and again, so your message reaches the right person and your sender reputation stays protected.

Every address is checked before it reaches you, and again after you send.

BEFORE IT REACHES YOU

1 Researched by people
Our research team finds and confirms each contact at the source.

2 Verified before it's added
Every week, new and updated contacts go through up to five verification checks. If an address is missing, we look for one tied to the organization and verify it first.

3 Re-checked every four months
Each week we re-verify addresses that haven't been checked in four months, using up to three independent layers.

YOUR LIST

4 Delivered to you
Your list includes only addresses that pass.

AFTER YOU SEND

5 Reviewed after you send
Share your bounce report and we check every bounced address.

Bounce results update our data

Hazards are always removed
Spam traps, bots, and throwaway addresses are suppressed, no matter what any other check says.

People decide the close calls
When our checks disagree, a person reviews the address instead of keeping or removing it automatically.

What to expect

No email list is ever 100% bounce-free. We take every reasonable step to keep surprises rare, but a good address can still bounce for reasons outside anyone's control:

Educators change schools
Staff move between schools and roles during the year.

Districts switch email systems
A district-wide change can retire many addresses at once.

Some servers accept everything
Many school servers accept all mail without confirming individual mailboxes, so some addresses can't be fully confirmed in advance.

Summer quiet periods
Some school mailboxes go quiet over summer and reopen in the fall.

NEW FROM CUE

Request a bounce review

After any campaign, we'll review your bounces so you know exactly which contacts to keep.

1. **Export your bounce report**
Download the list of bounced addresses from your email platform.
2. **Send it to your Cue representative**
Include the bounce reasons if your platform provides them.
3. **Get a clear verdict**
We return keep or suppress for every address and update our data.

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