

# Why Do My Email Campaign Messages Take So Long To Send?

Depending on the size of your contact list, the time it takes for all of your message to send out can vary. We run a health check on all campaigns by first sending to a random 5% or 400 contact sample of the list (whichever is larger). If the bounce rate of this sample is higher than 10%, we will cancel the send and alert the account administrator via email. A 'bounce' occurs when the email address is found to be invalid. These are most commonly either mistyped or non-existent addresses. If the bounce rate is below 10%, up to 5,000 messages will send every 30 minutes until all messages are sent.

## How Can Get My Messages to Send Faster?

One you thing you can do to help your emails send in a timely fashion is to break down large campaigns into smaller sections. Instead of sending out a 40,000 list, break this up into four sets of 10,000 and stagger their schedule sending one campaign every hour. You should see an improvement in the time frame this will take.

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