Email Validation and Bounce-Control Strategy

Goal

One of the reasons for connecting Constant Contact to HighLevel is to improve handling of poor-quality email addresses.

Examples include visitor-center customers entering:

```
greg@gmail.com
```

or another unrelated address because an email address is required during checkout.

The integration should prevent obviously undeliverable addresses from remaining indefinitely as trusted CRM email addresses.

Important Distinction

An email address that does not confirm is not automatically invalid.

Someone may:

- ignore the message,
- delete the message,
- overlook the message,
- or intentionally decline email marketing.

A bounce is stronger evidence of an invalid delivery address.

Bounce Categories

Constant Contact can report different delivery failures.

The integration should treat permanent failures differently from temporary failures.

Strong Invalid-Address Candidates

Examples include:

```
B – Non-existent address
D – Undeliverable
S – Suspended
```

These are strong candidates for automated remediation.

Temporary or Ambiguous Failures

Examples include:

```
Mailbox full
Blocked
Vacation / auto-response
Other temporary failures
```

These should not automatically result in contact deletion.

Recommended HighLevel Handling

For a strong bounce:

```
Constant Contact detects bounce
        ↓
n8n reconciliation
        ↓
HighLevel email DND enabled
        ↓
```

```
Contact flagged for review
        ↓
Retain record temporarily
```

The CRM contact should not be immediately deleted solely because of one delivery event.

The historical CRM record may still contain:

- bookings,
- donations,
- membership history,
- conversations,
- notes,
- or other important information.

Email invalidation and CRM-contact deletion are separate decisions.

Revision #1
Created 2026-09-22 02:45:58 UTC by David Prata
Updated 2026-09-22 02:46:21 UTC by David Prata