



MARKETING

# Troubleshooting Marketing

Common Marketing issues and how to fix them.

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Common issues and how to fix them. If your situation isn't listed, open a support ticket from the **Help** menu.

## My Campaign Won't Send

- **"No recipients selected"** — you didn't pick an audience, segment, or tag on the Recipients step. Go back to that step.
- **"Sending domain not verified"** — you set a From address on a domain that isn't verified yet. Either verify the domain (Sending Domains) or change the From to a verified one.
- **"Plan quota exhausted"** — you've hit your monthly email limit and overage isn't enabled. Upgrade your plan or wait until next billing period.
- **"Mailing address not set"** — go to Settings and fill in your agency mailing address. Required for CAN-SPAM.

## My Open Rate Suddenly Dropped

Often this is a measurement issue, not a real engagement drop:

- **Apple Mail Privacy Protection** inflates open rates by ~30-40%. If your audience has shifted toward different email clients (e.g. corporate Outlook users with image blocking), your apparent open rate drops even though real engagement is unchanged.
- **A recent subject line change** that's less compelling — try A/B testing.
- **Audience fatigue** — too-frequent sends to the same list. Try reducing cadence or segmenting more tightly.
- **Deliverability issue** — your emails may be landing in spam folders. Check the **Bounce rate** and **Complaint rate** metrics; if either is up, that's the cause.

## I Sent to the Wrong Audience

Email can't be unsent once it's left our queue. If you're still within ~5 minutes of clicking Send, the campaign may still be queued — go to the campaign page and click **Cancel send** if the button is present.

If it's already gone out, your best options are:

- Send a follow-up apology email to the same audience explaining and disregarding the previous
- Remove the wrongly-included contacts from the audience so they're not in future sends
- Pause any related automations to prevent further wrong sends

### ADVISOR TIP

Always send a test before pulling the trigger on a campaign — it doesn't prevent wrong-audience sends but it does catch wrong-content sends.

## Images Aren't Loading in Recipients' Inboxes

- Many email clients (especially corporate Outlook) block images by default and require the recipient to click "show images" before they render. This is universal and not specific to Marketing.
- Always include descriptive **alt text** on images so the email still makes sense without them.
- Don't put critical info (call-to-action, headline) inside an image — use real text. Images-as-text break for image-blocking and screen-reader users.

## My Sending Domain Won't Verify

See the Troubleshooting Verification section of the **Sending Domains** guide. Most issues are DNS-record-formatting mistakes that re-pasting the values fixes.

## A Contact Says They Never Subscribed

- Go to the contact's profile and look at the **Source** field — every contact records how they joined (form X, import Y, manual on date Z, etc.).
- If sourced from a form/popup/landing page, the **Consent snapshot** shows the exact consent text they saw, IP address, and timestamp.
- If sourced from an import or manual entry, you can't prove consent from Marketing's side — this is why we recommend never importing purchased lists.
- If the contact insists they didn't consent, the right move is always to unsubscribe and remove them immediately, regardless of what your records show.

# I Got a Spam Complaint

When a recipient marks your email as spam (via the "Report spam" button in their email client), Marketing:

- Suppresses that contact from all future sends platform-wide
- Logs the complaint against the campaign
- Counts it toward your sender reputation metrics

Single complaints happen — even with good content, some people click "spam" instead of "unsubscribe." A complaint rate above 0.1% per send is a warning sign and Marketing will surface this in the campaign report.

# A Contact's Email Bounced

- **Soft bounce** (mailbox full, server temporarily down) — Marketing retries automatically. Contact stays subscribed.
- **Hard bounce** (mailbox doesn't exist, domain doesn't exist) — Marketing suppresses the contact permanently and marks them as bounced. You can't accidentally re-email a hard-bounced address.
- Hard bounces are common when importing old lists — many addresses have gone away. A bounce rate above 5% on a campaign is a deliverability warning sign.