

Pardot Troubleshooting Guide

Problem	Cause	Fix
Low mailable rate for email lists	1. This is caused by an email list having many unmailable prospects - list members who have Opted Out or are marked as Do Not Email due to Hard Bounces.	1. Review the “Unmailable” members of your email list to see if any of them stand out to you that may be interested in receiving emails. Contact those prospects to confirm they are still interested. If they are, contact Stan Crow or Gwen Bobst so they may review the email list and update these members’ records.
Member not receiving emails and/or is listed as unmailable	1. Member coded as “Do Not Email” Had 5 “Soft” bounces = “Hard” bounce = “Do Not Email” 2. Member selected “Unsubscribe” or “Opt Out” 3. Member has incorrect email address in Pardot	1. Contact Stan Crow or Gwen Bobst to update the Pardot record to “Do Email.” 2. Contact Stan Crow or Gwen Bobst to “subscribe” or “Opt In” member - include the member name, email address, and which email list. 3. Contact member by phone or mail and request member send current email address.
Member receiving some but not all emails	1. The Member opted out of certain emails by updating their email preferences.	1. Confirm with member which National email publications they want to receive and then contact AUSA (Gwen Bobst/Stan Crow) to update individual’s email preferences.
Emails not rendering correctly or not as expected	1. The chapter user may have changed the template too much and compromised coding.	1. Create a new email using the same template. Do not change html coding. Have no more than 4-5 images in the email. 2. New chapter templates have been updated to fix Outlook rendering issues. Contact Stan Crow or Gwen Bobst if sent emails displayed incorrectly.
Links in emails are not rendering correctly – shows full URL instead of text	1. If the URL is not linked to text, it will display as a Pardot URL, but still work correctly when clicked.	1. Use linked text instead: highlight the text, click the chain/link icon in the email editor, and enter your URL in the popup. 2. Do not use vanity URLs.
Message comes back with low delivery rate	1. One cause is sending an email with a “Sending address” other than “ausa.org”. System detects that the sending address domain is different and does not allow the email to be received. 2. Too many images in one email. Email clients look for image-to-text ratio of an email . If there are too many images, the email is thought to be spam.	1. Ensure that the “Send From” address is an “ausa.org” domain. 2. Adjust text-to-image ratio by reducing number of images. We recommend no more than 5 images in a message.