

How to use the Email Audience Health App

Email Audience Health helps you keep your marketing audience clean and safe to send to. Instead of manually checking addresses or waiting for bounces, Creatio automatically verifies whether emails are real, active, and deliverable. This protects your sender reputation and increases campaign results.

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Getting started: connecting the application

Before Email Audience Health can begin validating contacts, Creatio needs to connect to your ZeroBounce account. This is a simple one-time setup. All you need to do is paste your ZeroBounce API key into the corresponding **system setting “Email audience health ZB API key”**. Once connected, Creatio can automatically send validation requests and receive results without any further configuration.

Zero Bounce account

Connected

Learn more how to get Zero Bounce API key here: <https://www.zerobounce.net/docs/api-dashboard/keys-management>

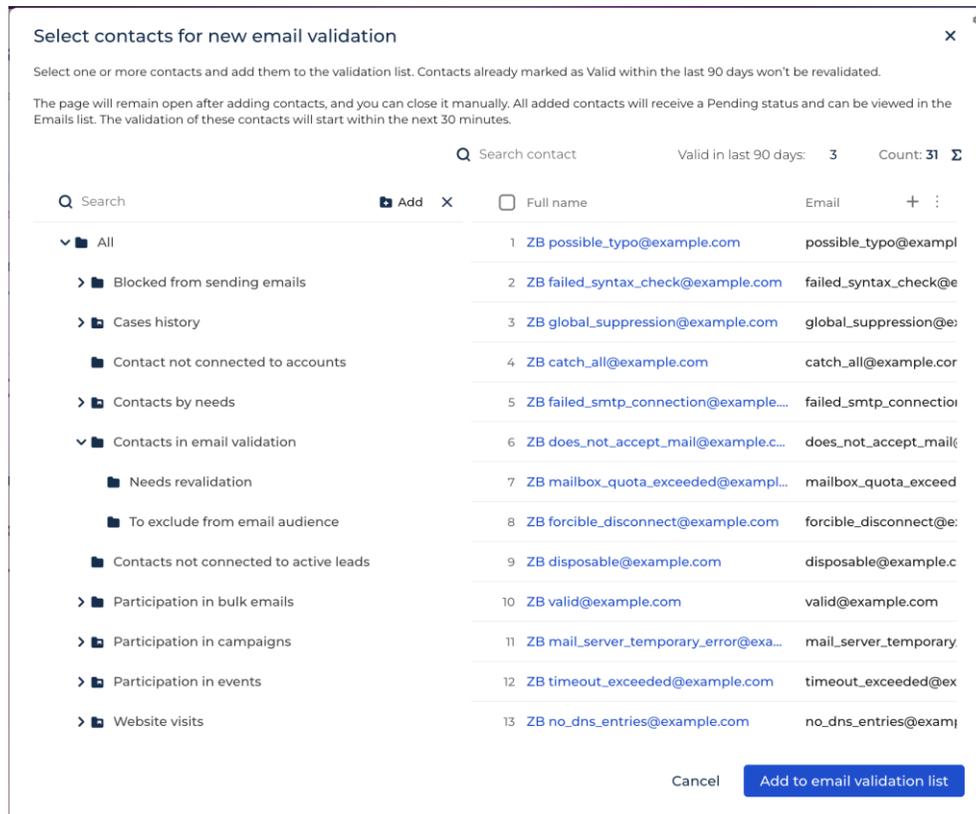
After the connection is active, switch to the **Email Audience Health** section. From here, you can manage your audience quality in a single place. The section provides access to everything you need to validate emails and review results:

- **Run a new validation** for selected segments to check whether their email addresses are real and deliverable.
- **Review aggregated analytics** on Emails tab, where you can analyze those that have already been validated or are currently waiting in the queue.
- **Review the results of specific email validation** on Validations tab, where you may check the results for single email validation.
- **Retrieve the credits of your Zero Bounce account** to instantly update current credits info.

This gives you one centralized place to clean your audience, understand data quality, and make informed decisions before emailing campaigns.

Adding contacts for validation

When you're ready to clean your audience, click **New** to open the contact selection window. Creatio lets you browse existing folders or create your own segmentation to target exactly who you want to validate. Press **Add to email validation list** button to start the validation process for the selected emails.



After clicking **Add to email validation list**, the page stays open so you can keep selecting more contacts if needed. You're in control - close the window whenever you're done. No manual start is required: the validation of these contacts will begin automatically within the next 30 minutes.

Creatio automatically filters the selected contacts before running it in Zero Bounce:

- **Exclude Valid emails** – if a contact's email address has been confirmed as *Valid* within the last 90 days, the system will automatically skip it and won't spend validation credits.
- **Exclude duplications** – if the total bunch of emails consists of duplicated email addresses, the system will automatically skip it.

All other selected contacts will be added to the queue and assigned a **Pending** status. You can inspect them on the main screen of section in **Emails** tab in the metric, named as **Pending**.

Pending 🔍 ⋮

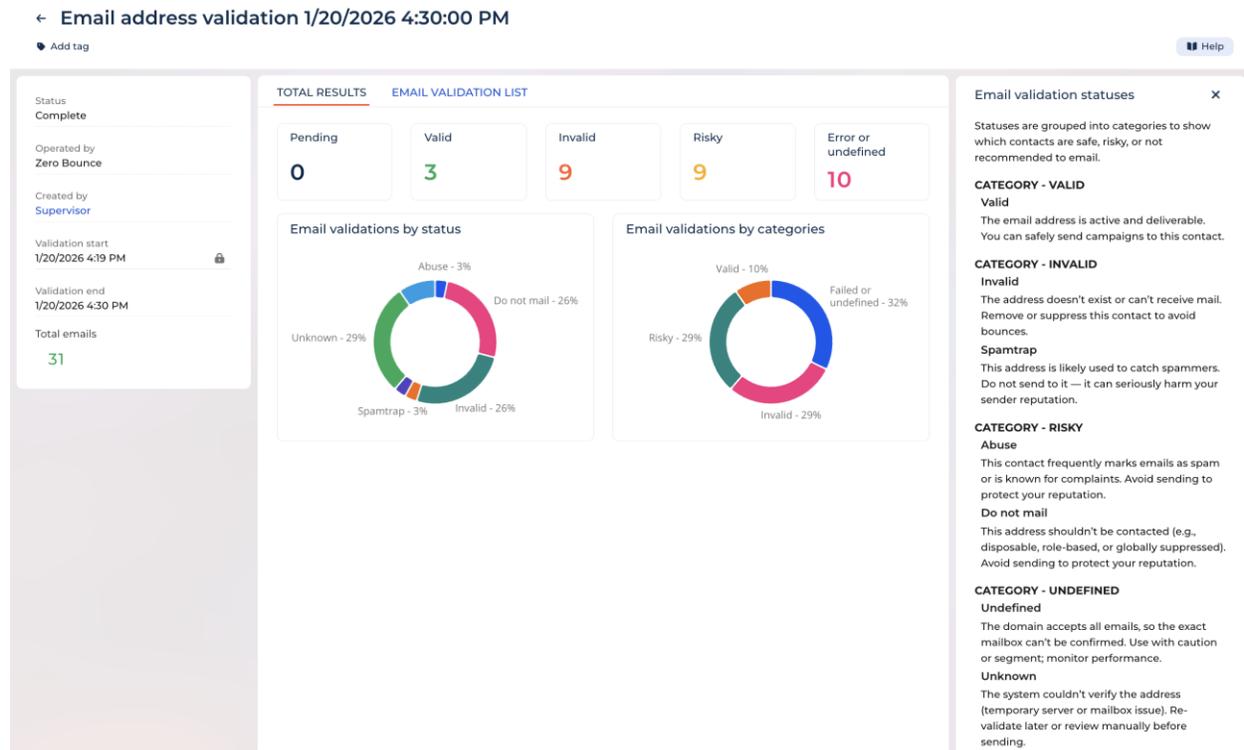
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Email validation audience 🔍 Search

Contact in email validation	Email validation	Status	Validated on	+	⋮
1	catch_all@example.com	Ready to validate			
2	disposable@example.com	Ready to validate			
3	forcible_disconnect@example.com	Ready to validate			

Reviewing email validation results

Once a validation batch is complete, you can follow to **Validations** tab and open the one to see the full outcome and understand how your audience is classified.



The **Total results** view summarizes the health of your audience in a single glance. You can instantly see how many contacts turned out valid, risky, invalid, or failed for undefined reasons.

Switch to the **Email validation list** tab if you want a more detailed breakdown. Here you'll see every validated address along with its category, status, sub-status, and even suggested fixes where applicable. For example, you may see whether the mailbox doesn't exist, is likely a spamtrap, has a temporary server issue, or belongs to a risky complaint-prone user. This helps you decide whether to exclude, revalidate, or keep the address in your sending audience.

Email validation audience + ↺ ⋮ 🔍

	Email address ▾	Category	Status	Sub status	Suggestive fix + ⋮
1	valid@example.com	Valid	Valid		
2	unroutable_ip_address@example.com	Invalid	Invalid	Unroutable IP address	
3	toxic@example.com	Risky	Do not mail	Toxic	
4	spamtrap@example.com	Invalid	Spamtrap		
5	role_based@example.com	Risky	Do not mail	Role-based	

The **Email validation audience errors** area highlights contacts whose status couldn't be confirmed. These are typically temporary issues – such as greylisting or server errors – and can usually be revalidated later. This allows you to identify uncertain cases without conflating them with permanently invalid or dangerous emails.

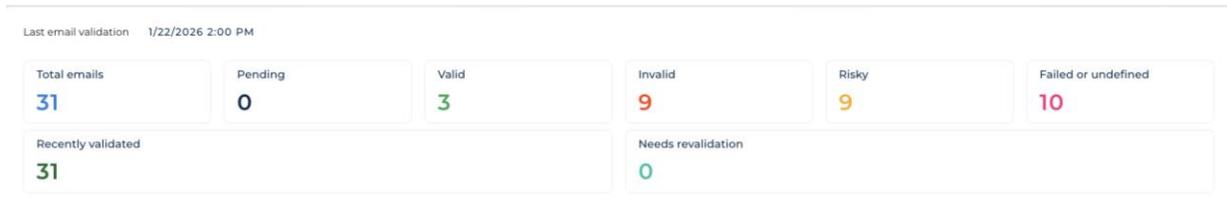
Email validation audience errors + ↺ ⋮ 🔍

	Email address	Status	Sub status	Error
1	antispam_system@example.com	Unknown	Antispam system	
2	failed_smtp_connection@example.com	Unknown	Failed SMTP connection	
3	catch_all@example.com	Undefined		
4	greylisted@example.com	Unknown	Greylisted	
5	timeout_exceeded@example.com	Unknown	Timeout exceeded	

If you have questions about what a status means or how to act on it, simply use the **Help** panel on the right side. It groups statuses into categories and explains whether the contact is safe, risky, or recommended to exclude.

Analyzing contacts in email validation

After one or more validations are completed, you can explore individual results directly in the **Emails** view. This view allows you to inspect every contact that has been checked over time, without jumping into separate validation batches. It's the best place to analyze your audience continuously and decide who should stay in your sending list and who should be excluded to protect deliverability.



The summary indicators **Total emails**, **Pending**, **Valid**, **Invalid**, **Risky**, **Failed or undefined** reflect the current health of all validated contacts. This gives you a constantly updated picture of how reliable your email audience is. If the number of risky or invalid contacts begins to grow, you'll notice it here before it affects your campaigns.

The metrics **Recently validated** and **Needs revalidation** serve as the reminder to revalidate contact base. The emails that were already validated, but the validation happened more than 90 days before will be highlighted as the Needs revalidation.

Count: 31

	Email	Contact	Last email validation	Last validated on
All	1 global_suppression@example.com	ZB global_suppression@example.com	Email address validation 1/22/2026 2:00:00 PM	1/22/2026 2:00 PM
Failed or undefined	2 failed_syntax_check@example.com	ZB failed_syntax_check@example.com	Email address validation 1/22/2026 2:00:00 PM	1/22/2026 2:00 PM
Invalid	3 possible_typo@example.com	ZB possible_typo@example.com	Email address validation 1/22/2026 2:00:00 PM	1/22/2026 2:00 PM
Risky	4 possible_trap@example.com	ZB possible_trap@example.com	Email address validation 1/22/2026 2:00:00 PM	1/22/2026 2:00 PM
Valid	5 role_based_catch_all@example.com	ZB role_based_catch_all@example.com	Email address validation 1/22/2026 2:00:00 PM	1/22/2026 2:00 PM

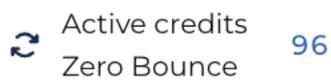
The next after the metrics list shows each validated email address, the linked contact, when it was last checked, and what the most recent result was. By reviewing this list, you can immediately find who is safe to send to, who may cause issues, and who should be removed from the audience. Use the filter navigation on the left side for easily segmenting between the different categories.

Additional use cases

Retrieving the Zero Bounce credits

Before running large validations, it's helpful to make sure you have enough ZeroBounce credits available. You can quickly check this directly in Creatio without logging into ZeroBounce.

In the **Email Audience Health** section, look at the top-right corner of the page. The **Active credits** indicator shows how many validation credits are currently available in your connected ZeroBounce account.



This number NOT updates automatically, we recommend checking active credits before every validation.

If your credits are running low, add more to your ZeroBounce account before starting the next validation batch to avoid interruptions.

Excluding invalid email addresses from bulk email audience

After validation, use the results to decide who should be included in your campaigns. Sending only to healthy contacts improves deliverability, protects your sender reputation, and increases engagement.

Invalid contacts should always be excluded. These addresses cannot receive emails and will only increase your bounce rate. To prevent sending to them automatically, add the **“To exclude from email audience”** folder to your bulk email's **Excluded audience**. This ensures these contacts are filtered out of every sending without manual removal. Relearn more on [Bulk email excluded audience](#)

Selected audience

The number of the audience contacts that require licenses will be calculated after the bulk email starts. Your licenses will be spent only on new contacts. If the audience contains duplicate email addresses, each address will receive the email only once. [Learn more](#)

Add audience Audience count: 31 Σ

Folder name	Folder type	Audience count	Created by	Created on	
1 Zero Bounce contacts	Dynamic	31	Supervisor	1/20/2026 3:32 PM	+ ⋮

Excluded audience

Select contacts that should be excluded from receiving this bulk email

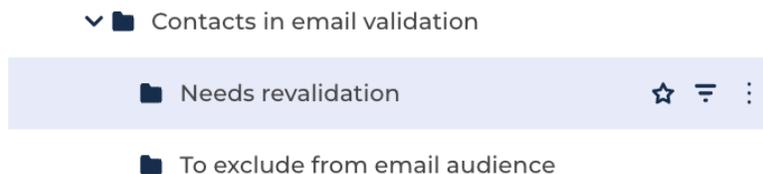
Exclude audience Audience count: 8 Σ

Folder name	Folder type	Audience count	Created by	Created on	
1 To exclude from email audience	Dynamic	8	Supervisor	1/20/2026 3:30 PM	+ ⋮

By using the **“To exclude from email audience”** folder, Creatio only filters Invalid emails. Specific restrictions may be added by editing the folder **“To exclude from email audience”** conditions in the Contacts section.

Revalidation of email addresses

Email statuses can change over time. Addresses that were validated more than 90 days ago are automatically marked as **Needs revalidation** to ensure your data stays accurate.



To refresh these results, simply select the **Needs revalidation** folder when adding contacts to a new email validation. This lets you quickly recheck outdated addresses and keep your audience up to date.