

# NURTURE CYCLE STATUSES

NURTURE CYCLE	STATUS DESCRIPTION	NOTES
Inactive	This contact is not enrolled in Nurture Cycle and will not receive any Nurture Cycle emails/content.	The default in Nurture Cycle settings is to Complete Nurture Cycle Never. If this is not selected and one of the other options has been selected (when the contact completes the questionnaire or when the contact starts a Value Builder Engagement Program) and the contact has fulfilled the required selected option, their status will be marked as completed.
Completed	The Nurture Cycle process has been ended for a contact based on the settings put in place by an advisor.	
Active	This contact has a valid email address, has been enrolled in Nurture Cycle and will receive all subscribed-for Nurture Cycle emails from the advisor.	This status will appear if the original email sent to the contact was rejected by their server or could not be delivered upon first attempt. A soft bounce means that the email address was valid and the email message reached the recipient's mail server. It may have bounced back due to: <ul style="list-style-type: none"><li>• The mailbox was full (the user is over their quota).</li><li>• The server was down temporarily or offline.</li><li>• The message was too large for the recipient's inbox.</li></ul>
Temporary Failure	Delivery to this contact's email had an unexpected issue or soft fail and will retry again later.	

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<b>Bounced</b>	"Active rejection" from contact's server or "no user found" error was received when trying to deliver the Nurture Cycle email.	Bounced status indicates a permanent reason an email cannot be delivered, and no retry will be made. While there are many reasons an email address may hard bounce, below are some common reasons this could happen.
<b>Unsubscribed</b>	This contact has unsubscribed or made a spam complaint after receiving a Nurture Cycle email and will no longer receive Nurture Cycle emails.	<ul style="list-style-type: none"> <li>• Recipient's email address does not exist.</li> <li>• Domain name does not exist.</li> <li>• Recipient's email server has completely blocked delivery.</li> <li>• Recipient's email server has flagged the email as spam.</li> </ul>
<b>Invalid Address</b>	This will appear if the contact's email address as entered does not exist.	Once a contact has unsubscribed, their status cannot be changed or reactivated.
		This would be caught when a contact is added to the portal; however, it could appear in the case where the Nurture Cycle setting is set to add contacts to Nurture Cycle upon them starting a questionnaire via an advisor's embed code (website), where they entered an invalid email address on the contact capture page.