Email list cleaning checklist

- [ ] Remove duplicates (case-insensitive)
- [ ] Fix obvious domain typos
- [ ] Remove role addresses that did not opt in
- [ ] Remove hard bounces
- [ ] Suppress unsubscribes on every list
- [ ] Check consent source for each contact
- [ ] Segment inactive contacts (no opens/clicks in 6–12 months)
- [ ] Send a re-engagement email before removing inactive contacts
- [ ] Document the cleaning date

Notes