

HMA Expands Email Marketing Database Threat Analysis to Protect Deliverability and ROI

Identify toxic contacts, cut list risk, and safeguard sender reputation with a fast audit and ready-to-upload suppression file across any ESP.

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-- [HMA Intelligent Marketing](#) today announced expanded access to its [Email Marketing Database Threat Analysis](#), a comprehensive audit that identifies toxic contacts, prepares a ready-to-upload suppression file, and delivers a prioritized remediation plan so marketers can fix list-quality issues at the source. The program formalizes HMA's recommendation that brands make an email marketing database threat analysis a routine, semiannual practice to safeguard sender reputation, keep campaigns in the inbox, and strengthen conversion efficiency ahead of peak promotional periods.



Email remains one of the highest-ROI channels, but performance collapses when databases are contaminated with traps, blocklisted domains, fraudulent sign-ups, role accounts, and other high-risk records. In a recent HMA audit of a 140,000-record list, the analysis surfaced more than 6,600 reputation-related threats likely to harm deliverability if mailed and over 5,300 conversion threats. A deeper review identified harvested or pirated addresses, blocklisted emails, recycled bounces that now function as traps, and statistically bogus usernames - evidence that list size is a vanity metric while quality determines whether messages reach real people.

"Marketers will obsess over subject lines, creative refreshes, and send-time optimization, then skip the most basic preventative maintenance - validating who's actually on the list," said Bryn Tyler, Vice President of Operations at HMA. "An Email Marketing Database Threat Analysis is the oil change of lifecycle marketing: it preserves sender reputation, lifts engagement, and ensures segmentation and automation reach inboxes - not spam traps."

HMA's analysis goes beyond simple bounce suppression to classify reputation and conversion

threats, flag blocklisted addresses and domains, detect machine-learning and recycled traps, identify temporary and disposable emails, and surface potential legal compliance risks. Findings are paired with a clean exclusion file and clear next steps, enabling leaner, healthier data that improves deliverability, enhances campaign performance, and reduces acquisition waste without adding a single new contact. HMA recommends running the analysis at least twice a year, ahead of major sending seasons, and whenever importing external lists from partners, events, or third parties.

Brands can engage HMA's Email Marketing Database Threat Analysis as a standalone service across any ESP. To [schedule an assessment](#) or request a sample report, contact sales@wearehma.com

About HMA Intelligent Marketing

HMA Intelligent Marketing is a hospitality marketing agency and technology partner serving hotel management companies, independent properties, and boutique brands. Powered by the Intelligencia platform - and solutions including DataView, Valet VIP, and Boomerang - HMA helps teams cleanse and enrich first-party data, automate guest journeys, and drive measurable direct revenue. Learn more at www.wearehma.com

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