

3 STEPS TO IMPROVE YOUR EMAIL DELIVERABILITY*

Roughly 15% of emails don't reach their intended audience.

- Return Path's 2018 Deliverability Benchmark Report



*Email deliverability: The ability to deliver emails to subscribers' inboxes.

1. Analyze Email Strategy and Sending Practices

Are your emails user-friendly?

- Is the email code rendering appropriately?
- Does your email have a clear headline, prominent call-to-action, optimized images, plentiful white space, and an easy-to-scan layout?
- Is it responsive?

Are your email collection and sending practices CAN-SPAM, CASL, and GDPR compliant?

- Is your email list organic? (If you are using purchased lists, STOP.)
- Are you sending to contacts who explicitly opted-in to your database?
- Are you setting subscriber expectations on the content they'll receive?
- Are sending and frequency controls in place?



Want to Talk to an Email Expert?

Contact: sales@whereoware.com

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2. Cleanse Data and Check Database Health

Are you following email sending best practices?

- Are you sending from a reputable email service provider (ESP)?
- Did you configure DKIM, SPF, and DMARC records for your sending domain?
- Did you complete IP and domain warming, before engaging in high volume sends?
- Have you checked with your ESP to see if you need a dedicated IP address?

Have you checked your domain and IP reputation online?

- Is your abuse rate higher than the industry average?
- Did you pass spam and inbox placement tests?

Have you examined your incoming data feeds?

Have you cleaned your data? Did you:

- Remove spam traps and inactive emails?
- Validate data formatting?
- Dedupe your data?

Have you sent a re-permission campaign to recapture opt-ins?

3. Maintain Data and Deliverability Health

Are you regularly checking your domain and IP reputation online?

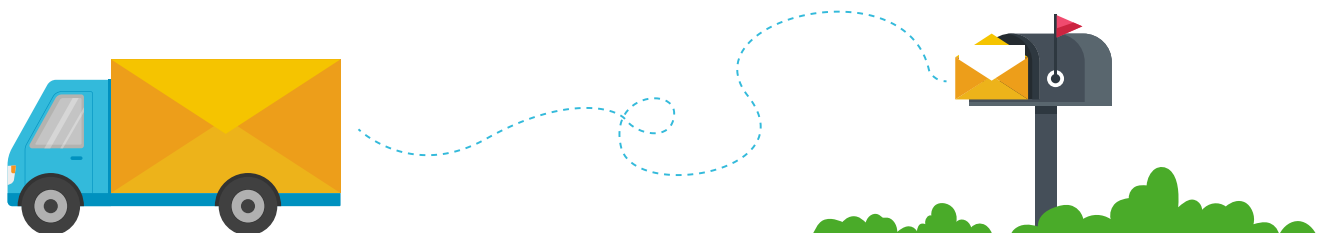
Have you built a master email template adhering to best practices?

Are you sending relevant emails?

- Are you using behavior and data to send personalized messages?
- Are you optimizing content based on engagement metrics?

Are you throttling high volume sends to reduce bounces and blocking?

Are you monitoring email performance ongoing for deliverability score, open rates, click rates, and engagement?



Want to talk to a Whereoware email expert? Get in Touch: