WHEREOWARE

3 STEPS TO SAFEGUARD EMAIL DELIVERABILITY

TODAY'S AGENDA

- **Intro to Email Deliverability**

- **Analyzing Email Content**

- **Improving Data & Send Health**

- **Maintaining Data and Deliverability Health**

- **Takeaways**

NOW OFFERING EMAIL DELIVERABILITY + IP WARMING SERVICES

ABOUT US

Smart Growth Through Digital Marketing Strategy and Activation

- 20+ Years of Experience
- Digital Strategy
- Web Design + Development
- Marketing Campaigns + Automation
- Data Integration + Analytics
- SEO/PPC/Social Advertising

INTRO TO
EMAIL DELIVERABILITY

Email deliverability is the ability to deliver emails to subscribers' inboxes.

1 out of every 5 commercial emails never reaches the inbox.

- Return Path

FACTORS RELATED TO DELIVERABILITY

- IP & Domain Reputation

- Database Health

- Email Content

- Send Patterns

71% of email marketers said they had paused all promotional emails as a result of the COVID-19 crisis

- MailCharts, March Survey

ELEMENTS THAT HARM DELIVERABILITY

- Sending without custom authentication

- Using single opt-in

- Sending from a free domain email address

- Using spam triggering email subject lines

- Making it difficult to unsubscribe

- Using URL shorteners

- Sending emails with too many images

- Abruptly changing send patterns (stopping sends, fluctuating list size)

CHALLENGES

GETTING TO THE INBOX

ABOUT OUR CLIENT

- A multi-billion dollar global corporation

- Products sold globally online and in-store

PSST:
All examples are mock-ups to protect client's identity

CLIENT'S CHALLENGES

1 Sending promotional emails to their entire database, in large volumes.

2 Deliverability for marketing emails took a steep drop.

3 Deliverability rate was at 83%.

THE SOLUTION

IMPROVING EMAIL DELIVERABILITY

STEP 1
ANALYZE PRESENT
STATE

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ANALYZE PRESENT STATE

ANALYZE EMAIL

CHECK DATABASE HEALTH

ANALYZE DOMAIN REPUTATION

ANALYZE EMAIL SENDS

CONTENT

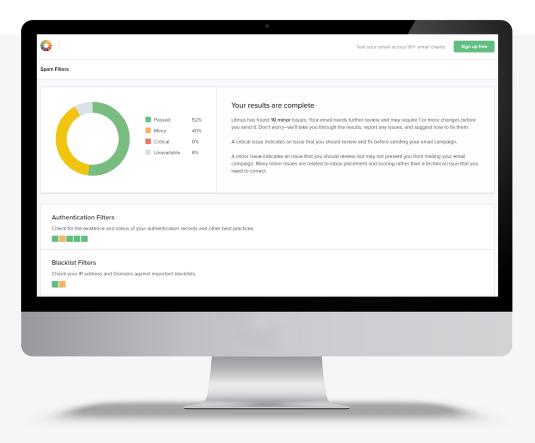USER EXPERIENCE

RESPONSIVENESS

CHECK **DATABASE HEALTH**

What we look for...

- Hard and Soft Bounces

- Inactive Subscribers

- Data Maintenance Practices

- Data Collection Methods

- Examine Incoming Data Feeds

ANALYZE DOMAIN REPUTATION

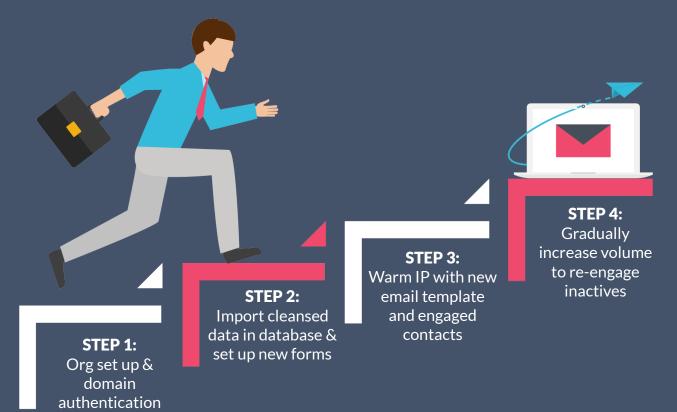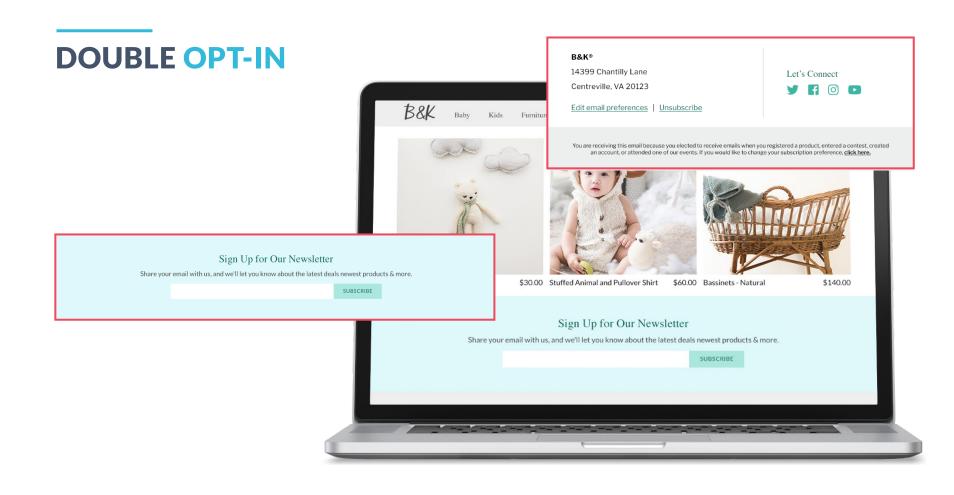# 4 TIPS TO SEE IF YOU HAVE A DELIVERABILITY PROBLEM

1. Check your hard and soft bounces. Are they over 2%?

2. Assess if your abuse rate is higher than the benchmark average for your industry

3. Complete spam and inbox placement tests

4. Look up your domain and IP reputation online

STEP 2
IMPROVE DATA
+ SEND HEALTH

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SET UP ACOUSTIC CAMPAIGN INSTANCE
(MARKETING AUTOMATION TOOL)

STEP 1:
Org set up &
domain
authentication

STEP 2:
Import cleansed
data in database &
set up new forms

STEP 3:
Warm IP with new
email template
and engaged
contacts

STEP 4:
Gradually
increase volume
to re-engage
inactives

DOUBLE OPT-IN

EMAIL PREFERENCE CENTER

Email Preference Center

You're in control! Set your email preferences or update your information using the form below.

EMAIL*

Content preferences

☐ Products: Send me information about new products, product updates, product tips, and accersories.

☐ Contest: Notify me about new contests and contest deadline reminders.

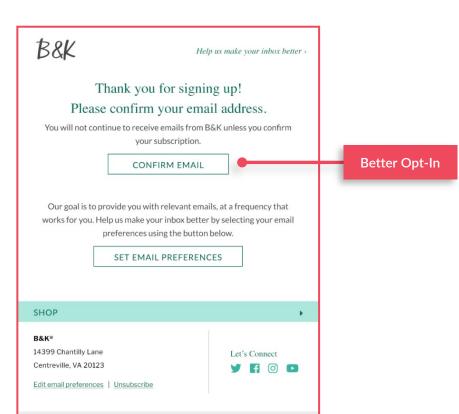**How often would you like to hear from B&K?**

☐ As often as possible
☐ Monthly
☐ Quarterly

SUBMIT

Unsubscribe from all B&K emails

EMAIL*

SUBMIT

Honor Email Preferences

B&K

Help us make your inbox better ›

Thank you for signing up!
Please confirm your email address.

You will not continue to receive emails from B&K unless you confirm your subscription.

CONFIRM EMAIL

Our goal is to provide you with relevant emails, at a frequency that works for you. Help us make your inbox better by selecting your email preferences using the button below.

SET EMAIL PREFERENCES

SHOP ▶

B&K®
14399 Chantilly Lane
Centreville, VA 20123

Let's Connect
🐦 📘 📷 ▶️

Edit email preferences | Unsubscribe

Make sure you never miss an email! Add info@b&k.com to your contact or Safe Sender list.
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Better Opt-In

CLEAN DATABASE

STEP 1: Spam traps out

STEP 2: Old inactive emails out

STEP 3: Good validated emails preserved

STEP 4: Test all remaining against 3rd party

database results segments

STEP 5: New database is now grouped

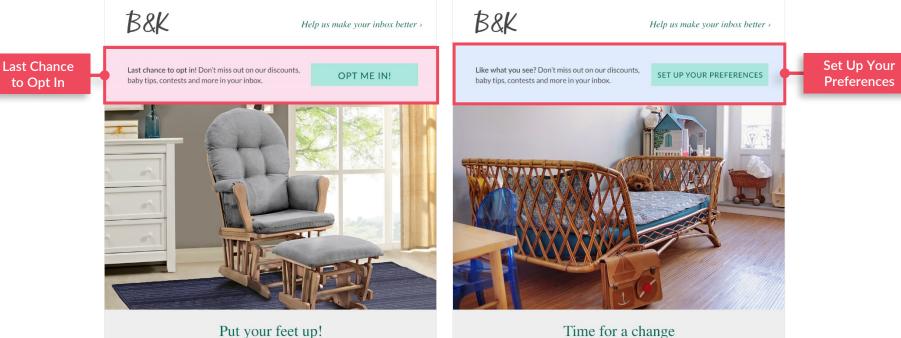# DOMAIN WARM UP

WARM UP THE MOST ENGAGED CONTACTS

GRADUALLY RE-ENGAGE VALID CONTACTS

SUPPRESS INVALID + INACTIVE EMAILS

RE-PERMISSION CAMPAIGN

Last Chance to Opt In

B&K

Help us make your inbox better ›

Last chance to opt in! Don't miss out on our discounts, baby tips, contests and more in your inbox.

OPT ME IN!

Put your feet up!

Rockers, gliders or reclining chairs... we've got them all so you're sure to find your new favorite seat!

CONFIRM EMAIL

Set Up Your Preferences

B&K

Help us make your inbox better ›

Like what you see? Don't miss out on our discounts, baby tips, contests and more in your inbox.

SET UP YOUR PREFERENCES

Time for a change

Find a new gadget you can't live without. Explore products to helo simplify your day so you have more time to spend with your family.

CONFIRM EMAIL

OVERALL RESULTS

- **Deliverability rate from 83% to 99%**

- **Marketable database size ~750K**

STEP 3
MAINTAIN DATA +
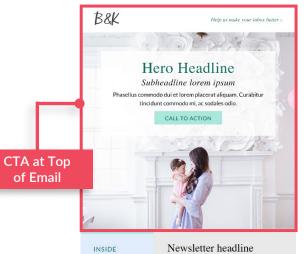DELIVERABILITY
HEALTH

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MAINTAIN DATA + DELIVERABILITY HEALTH

STEP 1

Implement mobile responsive template and opt-in forms

STEP 2

Engage contacts with relevant content

STEP 3

Ongoing deliverability monitoring and maintenance

MODULAR EMAIL TEMPLATE

CTA at Top of Email

Stackable Image Galleries

White Space

MODULAR EMAIL TEMPLATE

Flexible S-Curves

Interactive Video Content

Silo s-curve

Maecenas iaculis lacus metus, vel posuere nibh ornare ac. Nullam et mauris aic turpis.

CALL TO ACTION

Silo s-curve

Maecenas iaculis lacus metus, vel posuere nibh ornare ac. Nullam et mauris aic turpis.

CALL TO ACTION

Lifestyle s-curve

Maecenas iaculis lacus metus, vel posuere nibh ornare ac. Nullam et mauris aic turpis.

CALL TO ACTION

Lifestyle s-curve

Maecenas iaculis lacus metus, vel posuere nibh ornare ac. Nullam et mauris aic turpis.

CALL TO ACTION

LOREM IPSUM DOLOR SIT AMET

SHOOPING TOOLS	›
SERVICES AND SOLUTIONS	›
REGISTRY	›
CUSTOMER CARE	›
COMPANY INFO	›
SHOP	›

ONGOING MAINTENANCE + MONITORING

EMAIL RESULTS

83%	DELIVERABILITY RATE	99%
16%	OPEN RATE	40%
4%	CLICK-THROUGH RATE	9.5%

YOY increase in website sessions from the email channel	193%

TAKEAWAYS

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DELIVERABILITY TIPS

✓ Send from authenticated domains and IPs that have been gradually warmed.

✓ Send to valid, engaged contacts who have explicitly opted in to receive your emails.

✓ Keep contacts engaged by providing relevant content that is easy to interact with.

✓ Continuously monitor deliverability metrics.

GET THE
3-STEP EMAIL DELIVERABILITY CHECKLIST

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

WHEREOWARE
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W: www.whereoware.com
P: (877) 521-7448
E: sales@whereoware.com
A: 14399 Penrose Pl #450 Chantilly, VA 20151

Check Database Health

NEED HANDS-ON HELP?

SERVICES RANGE FROM: domain testing and discovery, database cleansing, monitoring, reporting, and dedicated analytics dashboard

- ✓ Uncover your deliverability issues and get your emails into the inbox.

- ✓ Optimize your emails to align with email best practices and trends.

- ✓ Improve email campaign performance, engagement, and conversions.

Email **sales@whereoware.com** for full details of our service packages.