Relationship One Deliverability Best Practices

Agenda

- Fundamentals of Deliverability
- Authentication Standards
- Understanding Sending Reputation
- Audience Management & Engagement Based Targeting
- Monitoring the Metrics that Matter
- Creative & Content General Guidelines
- Anti-Spam Law Compliance

Fundamentals of Deliverability

What is Deliverability?

Simply put, deliverability is the identification of emails that reached your recipients' inboxes. It excludes emails that were bounced, blocked, or placed in the spam folder.

Delivered Emails = emails sent – emails bounced

Deliverability = delivered emails – spam placement

Email Authentication

Properly authenticating your domains is a fundamental part of a successful email program. Basic forms of authentication include:

- SPF
- DKIM
- DMARC

Feedback Loop Management

FBLs are use to manage spam complaints at the ISP level. Anytime a recipient marks a message as spam, the FBL reports back to the ESP and recipient is placed into a do not mail status to prevent further mail from being sent.

Reputation Monitoring

Both Gmail and Microsoft offer reputation dashboards that help to provide insight into a sender's reputation. These tools can be leveraged to help identify reputation related performance issues.

Authentication Standards

Authentication proves to mailbox providers that you are authorized to send email on behalf of your domain and IP address(es). This occurs through the domain name system (DNS).

Key Points

- Serves as the foundation of email deliverability
- Major influencer to building positive IP and domain reputation
- Can assist with inbox placement and separating legitimate marketing emails from spammers

Primary Authentication Standards

- SPF records: permission to send from a specific IP

- DKIM records: permission to send from a specific domain

- DMARC: Tells the recipient's mailbox provider how to handle email that fails SPF or DKIM and can be used to report on traffic that does not authenticate properly

relationship | one

Understanding Reputation

Reputation Factors

Spam Complaints
- Recipient flags a message as spam in their email client
- Most ISPs enforce a .1% threshold for spam complaints

List Maintenance
- Sending to mailboxes and/or domains that no longer exists can senders a risk of mailing to traps
- List maintenance should be performed every 6 months to remove any bad addresses

Subscriber Engagement
- Major factor in inbox filtering algorithms
- Mailing to inactive subscribers has a negative impact on reputation
- Click have become more prevalent with Apple's new privacy feature

Most deliverability issues stem from poor targeting strategies. Mailbox providers place heavy emphasis on engagement with your emails, and will filter or block them if engagement is consistently low, mail is sent to bad inboxes, or spam complaints are above .1%

relationship | one

Reputation Metrics That Matter

Inbox Placement Test Results

Weight: 5%

Inbox Placement tests provide great insight, but these results are just a small piece of the puzzle.

Bounces

Weight: 15%

Looking at your bounces can provide important details about how ISPs are handling your mail, however, if your mail isn't bouncing this data may not be as useful.

Reputation Status

Weight: 20%

Who better to ask than the ISP receiving your mail? Your reputation rating at places like Google Postmaster Tools and Microsoft SNDS are key data point reference when investigating issues. Engagement rates will almost always align with your rating.

Engagement

Weight: 60%

Changes in performance in these areas are the most reliable metrics that you can use to judge performance. If there's been a downward trend in opens and clicks, then you'll want to start looking into these other factors for further proof of an existing issues.

relationship | one

Audience Management & Engagement Based Targeting

Highly Engaged
0-3 Months
- Opened and clicked multiple campaigns within the past 90 days.
- Audience can be leveraged for IP warming, reputation repair, and re-engagement campaigns.

Medium Engaged
4-6 Months
- Opened and clicked multiple campaigns within the past 4-6 months.
- Audience presents little-to-no risk and is usually included in the standard targeted audience.

Less Engaged
7-12 Months
- Opened and clicked within the past 7-12 months.
- Should be considered MEDIUM deliverability risk and sent to strategically.
- Typically represents a large percentage of most sender's audiences.

Unengaged
12+ Months
- No opens or clicks recorded for these recipients within the past 12 months.
- This audience is generally considered to be a HIGH deliverability risk and mailed to both strategically and conservatively.
- Audience has a high propensity for spam traps to exists.
- Should go through email validation prior to be introduced.

relationship | one

Engagement Matrix

Engagement	0-3 Months	4-6 Months	7-12 Months	13-18 Months	19-24 Months	+24 Months
Open or Click	Very Engaged Very High Deliverability	Highly Engaged High Deliverability	Engaged High Deliverability	Partially Engaged moving to Unengaged Medium Deliverability	Unengaged and Risky Poor Deliverability	Very Unengaged and Very Risky Poor Deliverability
No Open or Click	Could be valid email but the lack of engagement is concerning Medium-to-High Deliverability	Could be valid email but the lack of engagement is concerning Medium Deliverability	Start flagging recipients as "nobody home" Low Deliverability	Safe to Assume they are not going to engage Poor Deliverability	Very Risky to Send Poor Deliverability	NEVER Engaged and EXTREMELY Risky. Poor Deliverability

relationship | one

EMAIL CONTENT & CREATIVE GUIDELINES CHECKLIST

❑ Design **clear CTAs** at the top of the email and consider what's falling below the fold

❑ Compose **short, compelling emails** that are **relevant** to the audience and **clearly represent the brand**

❑ Include **concise subject lines** that are persuasive and resonate with the audience

❑ Utilize **message pre-headers/preview text** to convince recipients to open

❑ Link all **logos** and **hero images** to increase engagement

❑ Apply a **safe sender prompt** at the top of all email

❑ Test **creative design** to ensure email remains fresh and pertinent to recipients

relationship | one

Anti-Spam Laws & Compliance

CAN-SPAM

- CAN-SPAM – sets the rules for commercial electronic messages in the United States

  o Don't use false, misleading, or deceptive header and subject line information

  o Identify your name, the commercial intent of your email, and where you are located

  o Tell recipients how to opt out of receiving future email and honor opt-out requests promptly

  o Honor unsubscribe or removal requests within 7 days

CASL

- CASL – applies to commercial electronic messages sent to subscribers/devices in Canada

- Only send to permission-based email addresses

- Identify your name, the commercial intent of your email, and where you are located

- Provide proof of signup if asked

- Tell recipients how to opt out of receiving future email and honor opt-out requests promptly

Additional Privacy Laws:
EU Directive on Privacy and Electronic Communications
Region-specific laws for Australia, Germany, Italy, The Netherlands, France, Spain, and the UK

Thank You

relationshipone.com | deliverability@relationshipone