

Top 10 Deliverability Best Practices



Today's Presenter



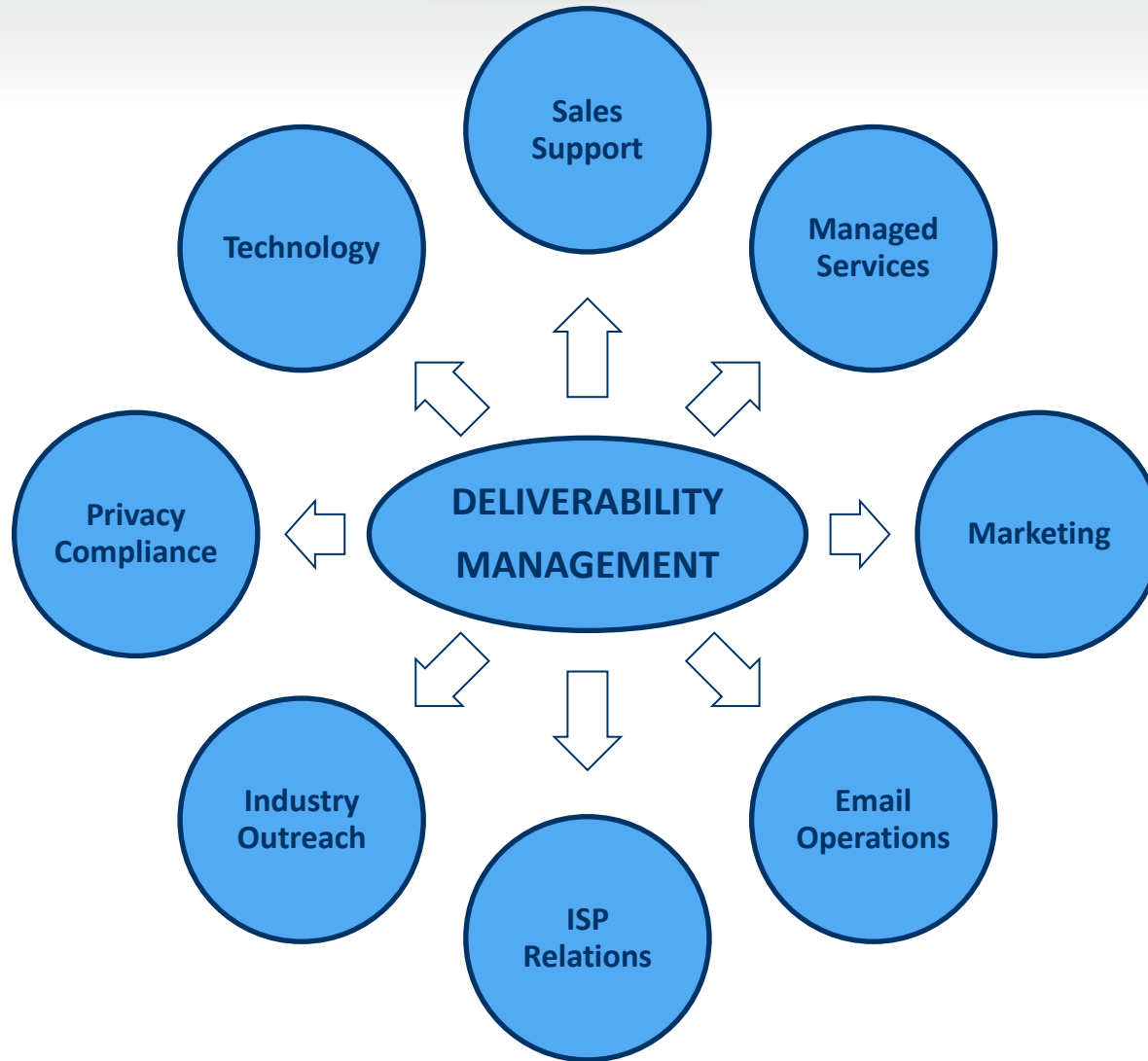
David Fowler

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- The Deliverability Ecosystem
- Top 10 Best Practices
- Common Myths and Realities
- Survey Says...
- Q&A
- Next Steps

The Deliverability Ecosystem



1. Expectations



- Who's on first for your program?
- Define your marketing expectations
- Define your deliverability expectations:
 - Metrics | Goals | Objections | Performance
 - Be realistic – 100% delivery?
- Define your business partnerships performance

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- Define your business partnerships performance
- **Delivery Takeaway:**
 - **All roads lead back to the delivery of your mail**
 - **Many delivery influencers are present**

2. Your Legal Responsibilities



- Most countries have legal obligations for online marketers to follow
- They can vary in scope and depth of compliance
 - US: CAN-SPAM
 - UK: Privacy and Electronic Communications
 - EU: Data Directive
- As technologies emerge these requirements will evolve
 - Mobile | Social | SMS | Internet | Next?
- Understand your obligations and comply as necessary
- If in doubt seek a legal opinion

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- **Delivery Takeaway:**
 - **Non compliant email can lead to prosecution, fines and brand management issues**

3. Your Mailing Responsibilities



- Adopt and understand your legal responsibilities
- Deploy permission based marketing activities
- Comply with best practices and knowledge
- Don't push the email envelope
- Understand your client or prospect
- Lead gen email is COMPLETELY different than retention mail
- Segment your mail streams as needed
- List mailing strategies are the key to conversion
- Be prepared to block and tackle if needed:
 - The delivery landscape changes regularly

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- **Delivery Takeaway:**
 - **Adopting good email practices enhances your performance and ROI**

4. Performance Management



- Email bounces:
 - Hard vs. soft
- Spam complaints:
 - Should be less than 0.1%
- IP Reputation – Blacklists
- Manage threshold metrics:
 - For Bounces, Spam and Unsubscribes
- Whitelist and Feedback loops
- Authentication
 - SPF | Sender ID | DKIM

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 - SPF | Sender ID | DKIM
- **Delivery Takeaway:**
 - **These basics of performance management are the DNA of your program. Embrace them and manage them constantly**

5. Data Management



- Understand your data flow and management
- Bad data is the “killer delivery downside”
- You are (perceived) what you mail:
 - Old data will NOT perform and will cause delivery issues
- Hold your vendors accountable if you rent or license data
 - Solid SLA and “redo” policies will benefit your efforts
- Better data control = better reputation management
- Utilize retention strategies with all programs

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- **Delivery Takeaway:**
 - **Bad data is like putting “diesel” in a “gas engine.” Your program will sputter and underperform**

6. Design and Content



- Studies suggest that almost 50% of emails are now being read on mobile devices
- Design your content for your audience's preferences
 - Request design preferences in your onboarding
 - Welcome programs, establish client specific preferences
- Use technically compliant HTML
- Test your campaigns with content tools
- If your emails look like spam they will be treated as such

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- If your emails look like spam they will be treated as such
- **Delivery Takeaway:**
 - **Content filtering has become a highly fine tuned barrier to the inbox and badly designed email will cause delivery issues**

7. Set Realistic Performance Expectations



- Performance is tied to realistic expectations
- No two programs are the same
- Understand your mailing infrastructure
 - Dedicated vs. Shared IPs etc.
- What's the lifecycle of your program?
 - Established or just beginning?
 - Seasoned marketer or novice?

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- What's the lifecycle of your program?
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- **Delivery Takeaway:**
 - **There are many constituents that affect delivery. Should one of those dominos fall, it will affect the entire program**

8. Test, Test and Test Again



- Every electronic marketing channel can be tested and you receive immediate feedback on performance
- If you are not testing you are possibly missing out on valuable data for your program
- Less is MORE:
 - Targeted and relevant emails will produce more ROI
 - Engagement is a “major” part of delivery decision making

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 - Engagement is a “major” part of delivery decision making
- **Delivery Takeaway:**
 - Testing all facets of your email program will lead to better delivery, reputation management and results

9. Be Prepared to Fail



- Why is failure a best practice?
 - Email is not the same as direct mail
 - You can respond quicker and retool your program
- It's a lot harder than rocket science
 - There are many moving parts to ensure success
- Many constituents touch your program and influence your abilities to deliver mail
- Have a “Plan B” and be ready to execute if needed

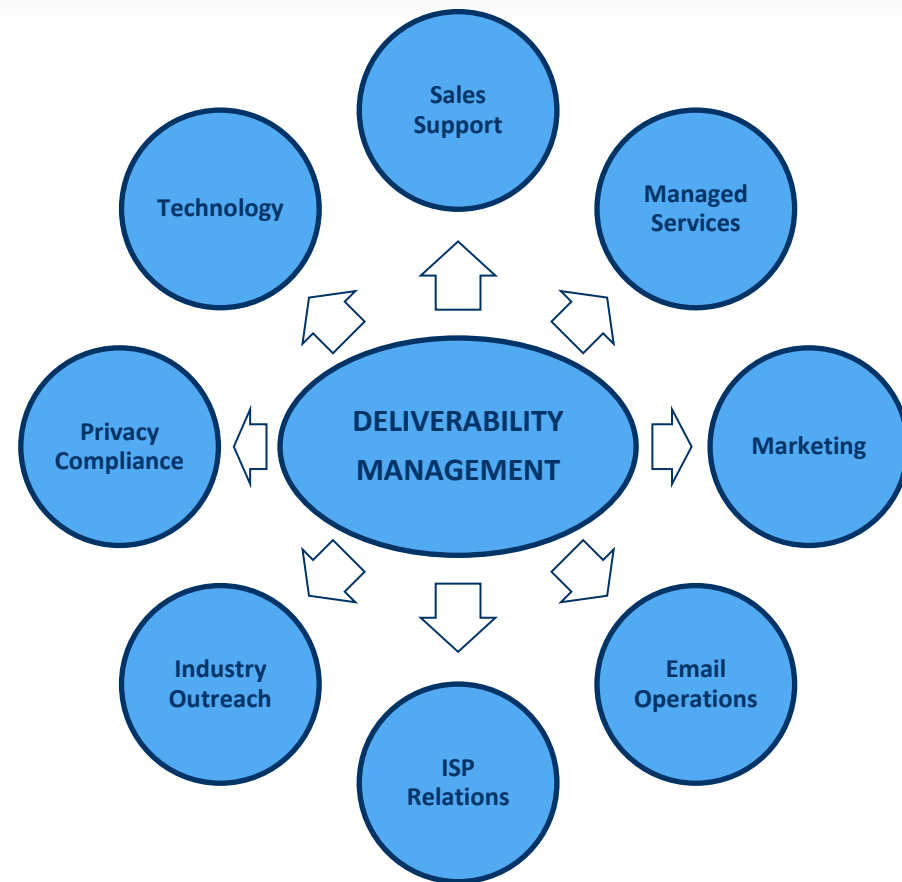
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- **Delivery Takeaway:**
 - **Learn from your programs that don't perform particularly well**
 - **Evaluate your programs that feed into the mail stream**
 - **Sending the same mail streams without changes cause delivery issues**

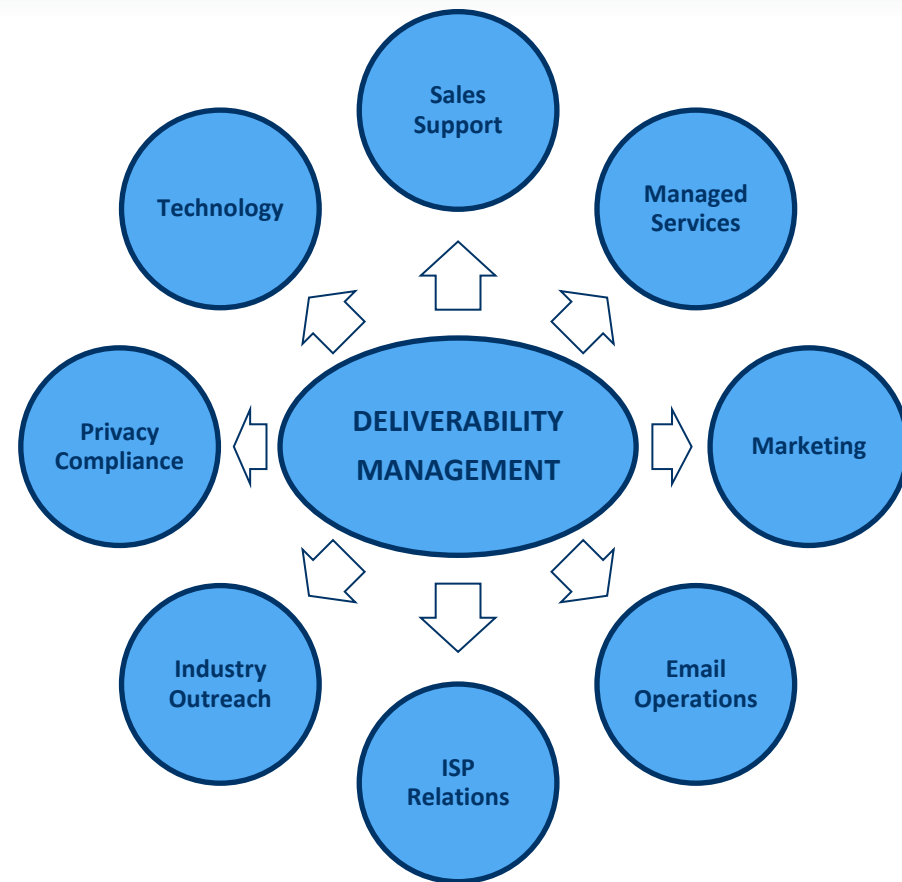
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- There are many resources available today
- The delivery landscape changes regularly
- Understand the issues that affect your performance
- These may come from non traditional areas

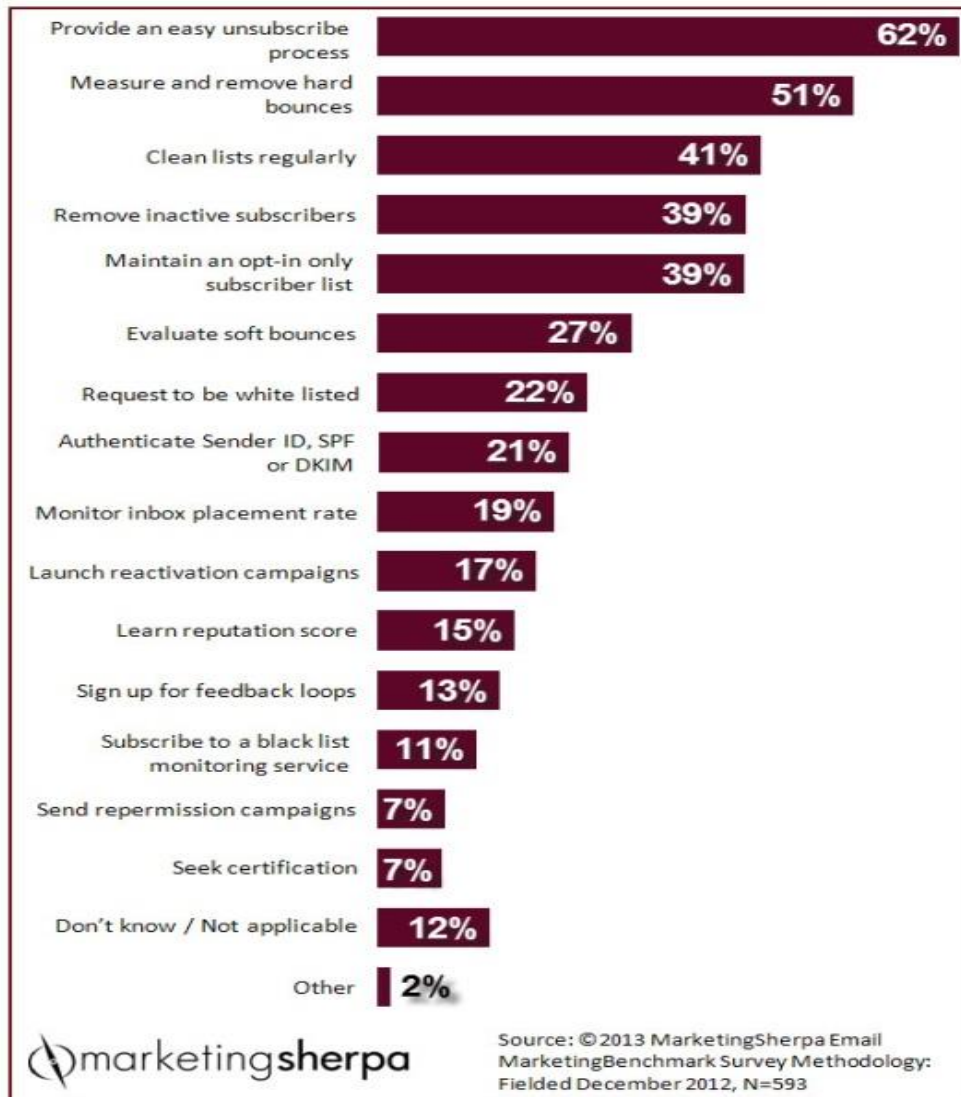


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- **Delivery Takeaway:**
 - Many areas affect delivery
 - The eco system will not change it becomes more complex



Marketing Sherpa Deliverability Survey



Common Myths and Realities



Myth

There is an ISP “Bat Phone” to call.

Authentication gets me delivered to the inbox.

There’s a magic list of words you can’t use in your content – like free.

Confirmed opt-in members won’t hit the spam button.

Being CAN-SPAM compliant will keep me from being considered spam.

Definition of spam as abusive email.

I’m on a blacklist, is my deliverability going to be poor?

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It depends on which blacklist you are on. Some are more serious than others.

Survey Says...



You Said

I mail at night because the ISPs do not watch during those hours.

Send more mail: Increased mail frequency will increase your metrics.

My sales will decrease if I use “confirmed opt-in”.

My list is different so I don’t need “confirmed opt-in”.

I scrub with a third-party service so my list is problem free.

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Your ESP is your partner and not responsible for your performance.



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Next Steps



Weekly Demo Mon - Thu @ 10am PT

1:1 Live Demo at your request

Sales hotline 877.530.1555

Email sales@act-on.com



MARKETING AUTOMATION FOR THE FORTUNE 5,000,000