

Deliverability 2017

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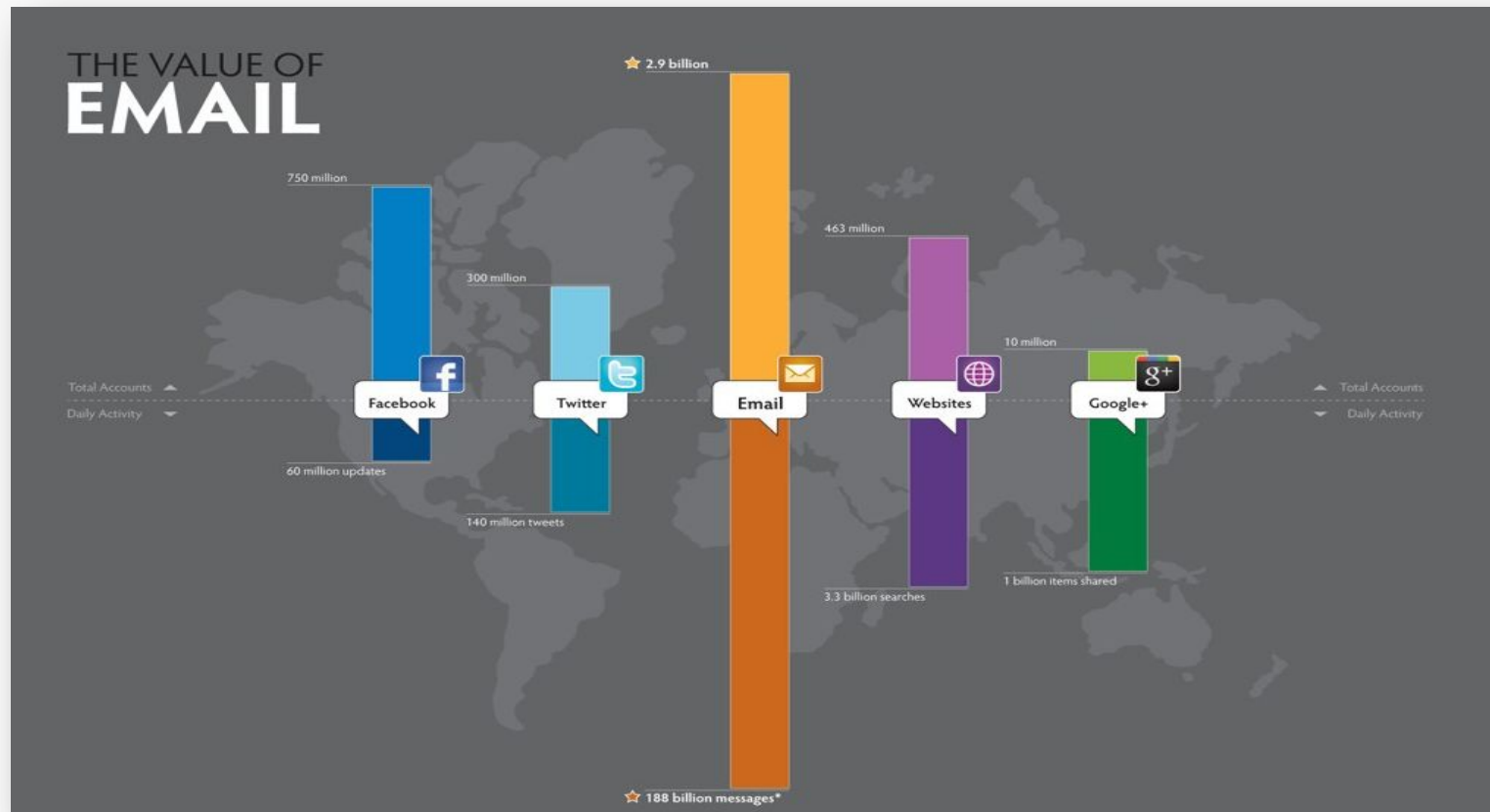


Email is the heart of a digital marketers online identity....and it's the gateway to your digital experience. An email address is your digital fingerprint in the online world.

Agenda

- The Value of Email
- Email State of the State
- Deliverability 101
- Deliverability Then and Now
- Email Performance Factors
- A Word on Engagement
- Operational Overview:
 - Operational Responsibilities
 - DNA of the Sender
 - Best Time to Send Email
- Email Conversion Formula
- Final Thoughts

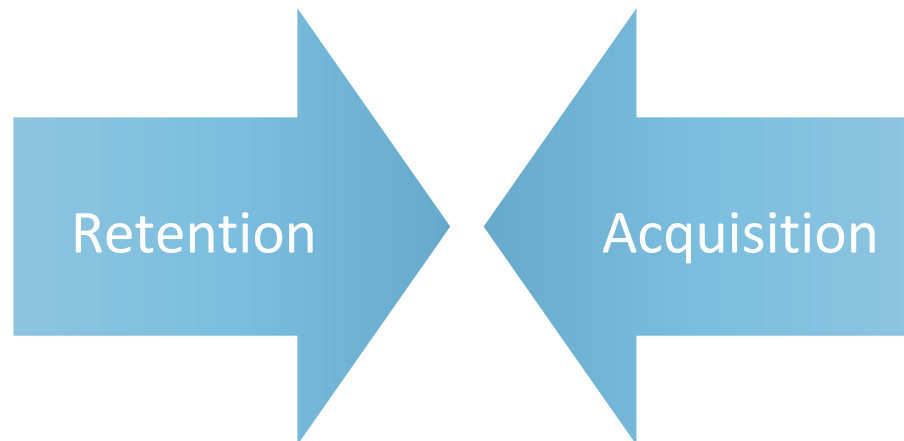
The Value of Email



- 3X as many email accounts as FB and Twitter accounts combined
- Total posts on FB and Twitter add up to 0.2% of all email traffic
- Total number of searches on Google, Yahoo and Bing equals just 1.1% of all email traffic
- 4X as much email is sent as web sites are visited inclusive of social sites, search sites, internet page views combined

State of the State

- There has been a fundamental shift in the mailing industry
- Successful deliverability is now based on the recipients ACTIONS
- The principles of retention based marketing are in play regardless of the mail you send
- No more distinction between b2c and b2b mail
 - Its all one message now
- The inbox has and will continue to evolve:
 - Folders, mobile etc.



Deliverability 101

- **Deliverability:**

Whether an email reaches a client's mailbox. Is accepted by the ISP

- **Deliverability Rate:**

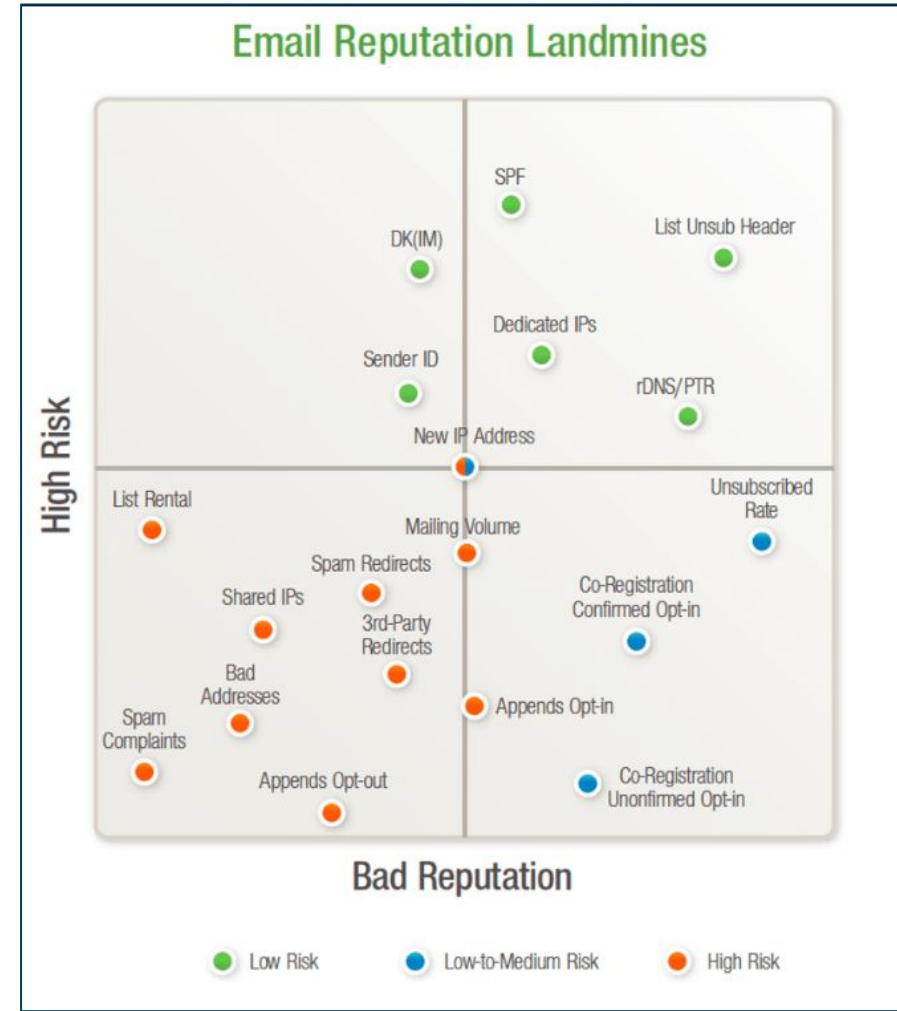
% of email that is **not bounced**

- **Inbox placement:**

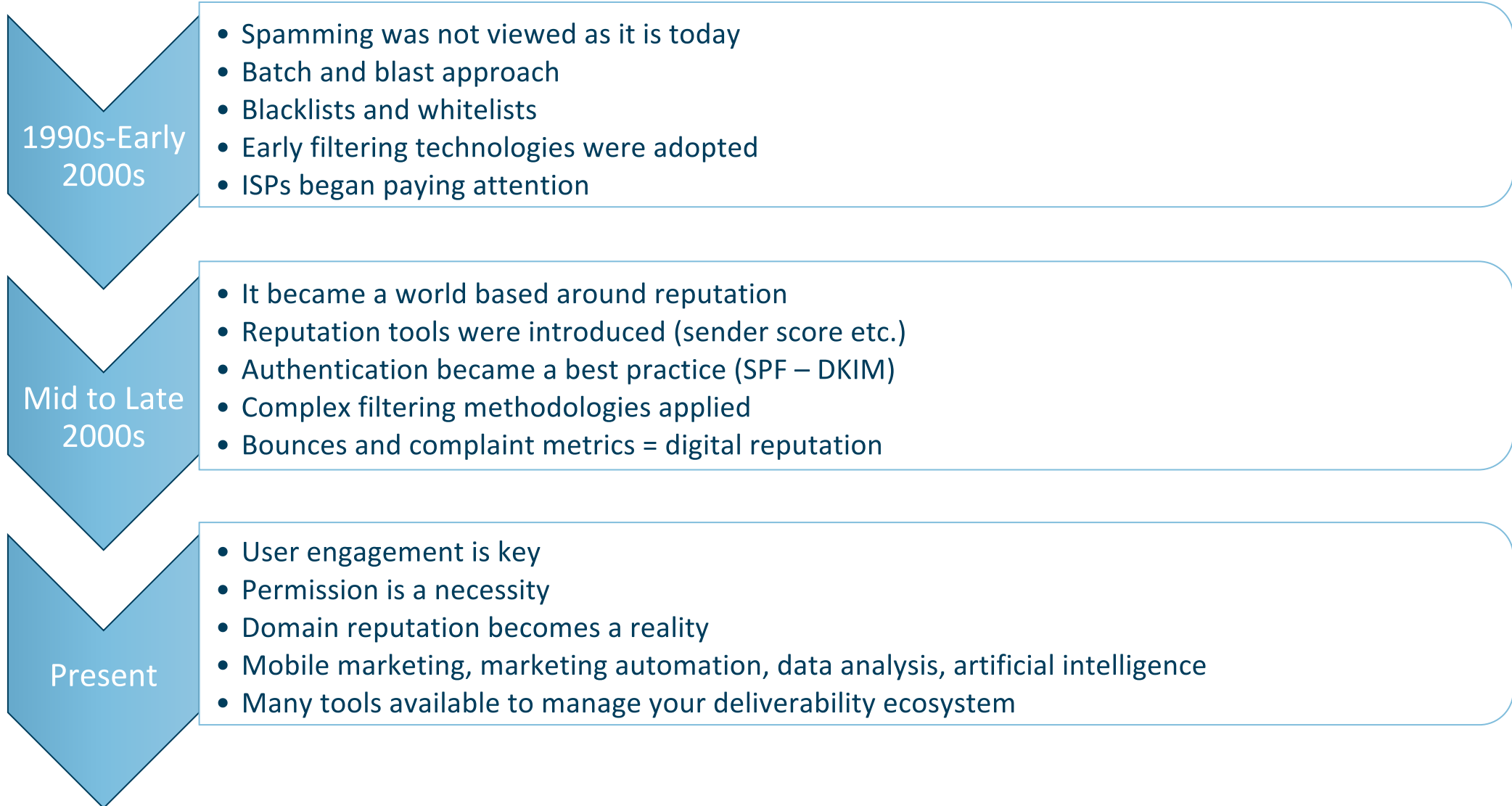
Mail that reached the **Inbox**

- **Inbox Rate:**

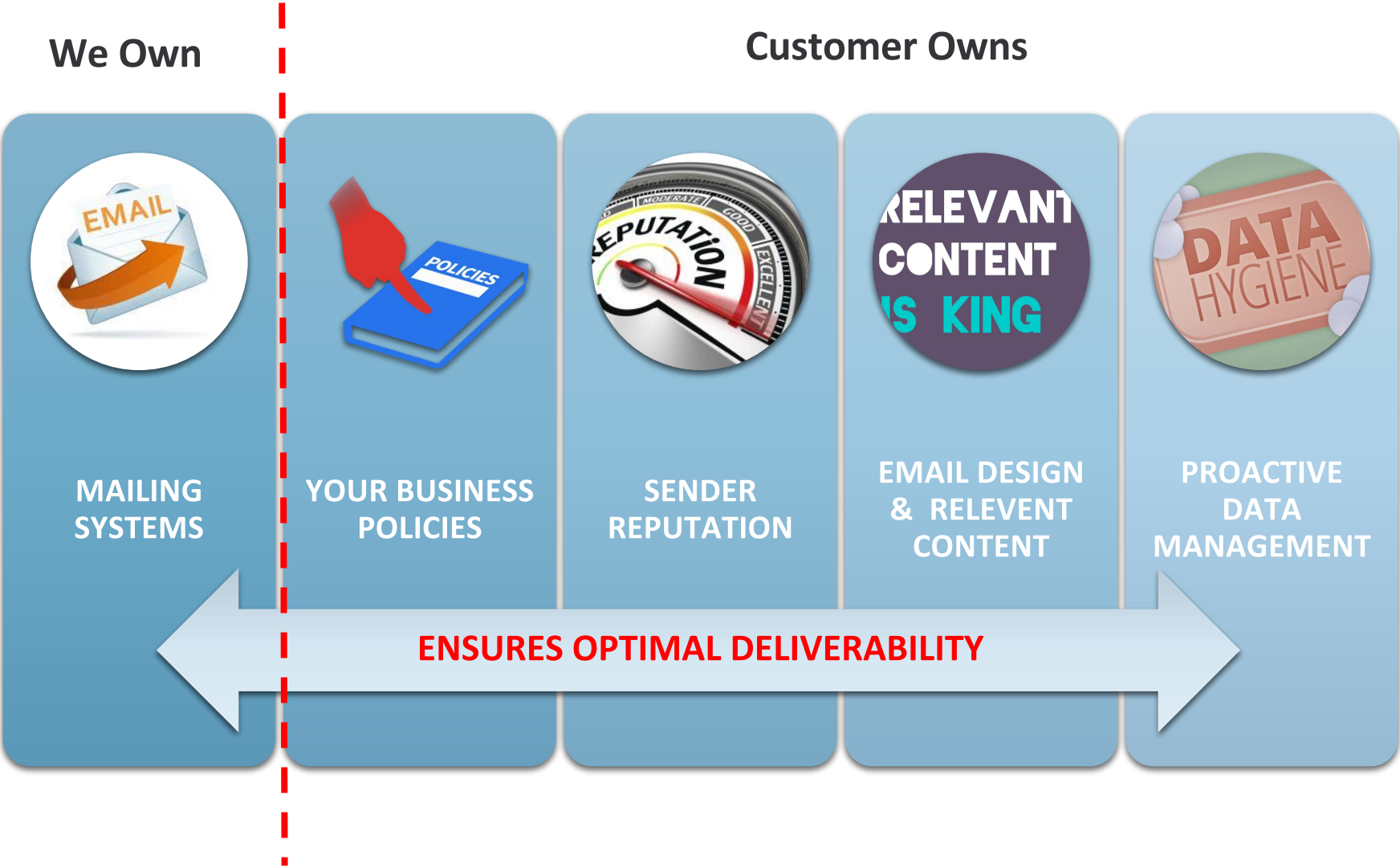
% of total email sent that **reaches the Inbox**



Deliverability Then and Now



Email Performance Factors



A Word on Engagement

ISPs Are Listening & Own the Mailbox

User Level Signals	ISP's Measure	Marketer's Measure
Positive Signals		
Moving a message out of SPAM folder	✓	
Marking as not SPAM / junk	✓	
Replying to a message	✓	✓
Adding the sender to the address book	✓	
Reading or viewing a message (open)	✓	✓
Moving a message to another folder, tagging, starring	✓	
Negative Signals		
Deleting a message without opening or reading it	✓	
Marking the message as SPAM or moving it to junk folder	✓	✓
Reporting message as a phishing attempt	✓	
Ignoring message	✓	

Operational Overview



Operational Responsibilities

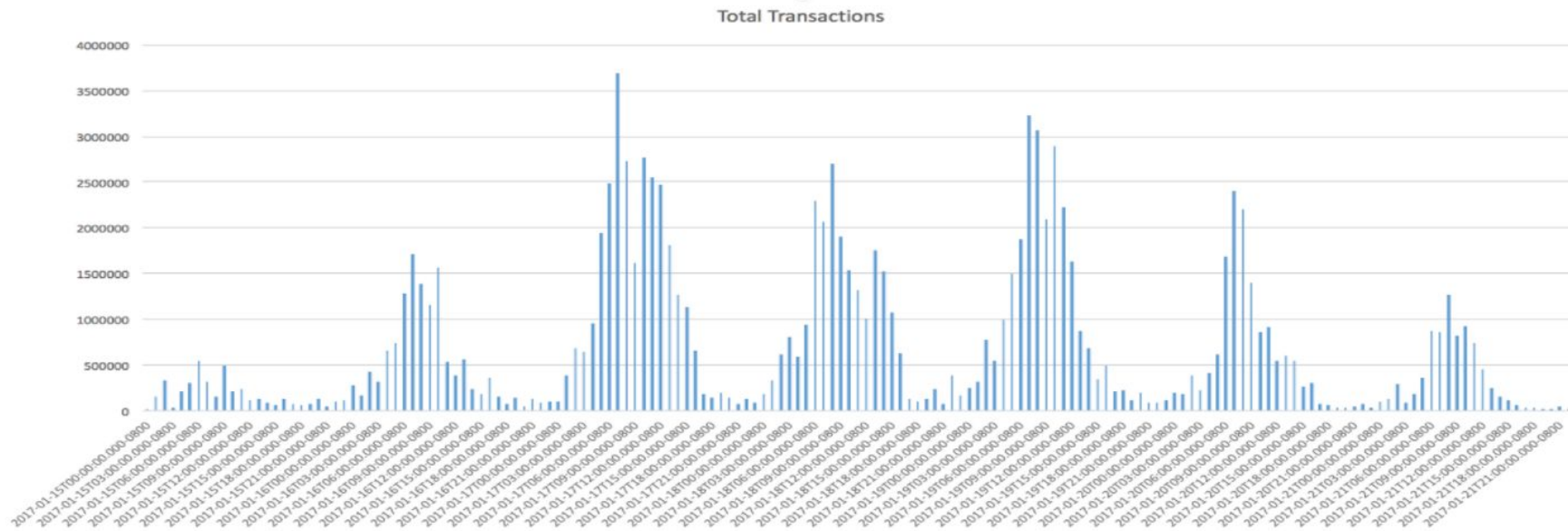
- Ensure System Uptime and availability
- Resolve Technical and ISP related issues
- Validate and ensure ISP required/recommended setups
 - DNS
 - Authentication
- Provide world class support
- Investment in our infrastructure

DNA of a Sender

- MAIL FROM:
 - Identifies you to the receiving server
- Friendly / BODY FROM:
 - Identifies you to the Reader
- IP Address
- Authentication
 - SPF: Tells the receiving server that the IP sending is allowed
 - DKIM: Tells the receiving server that the message was signed and not tampered with
 - DMARC: Binds both SPF/DKIM together
- Content
 - Logo
 - Message

Best Time to Send

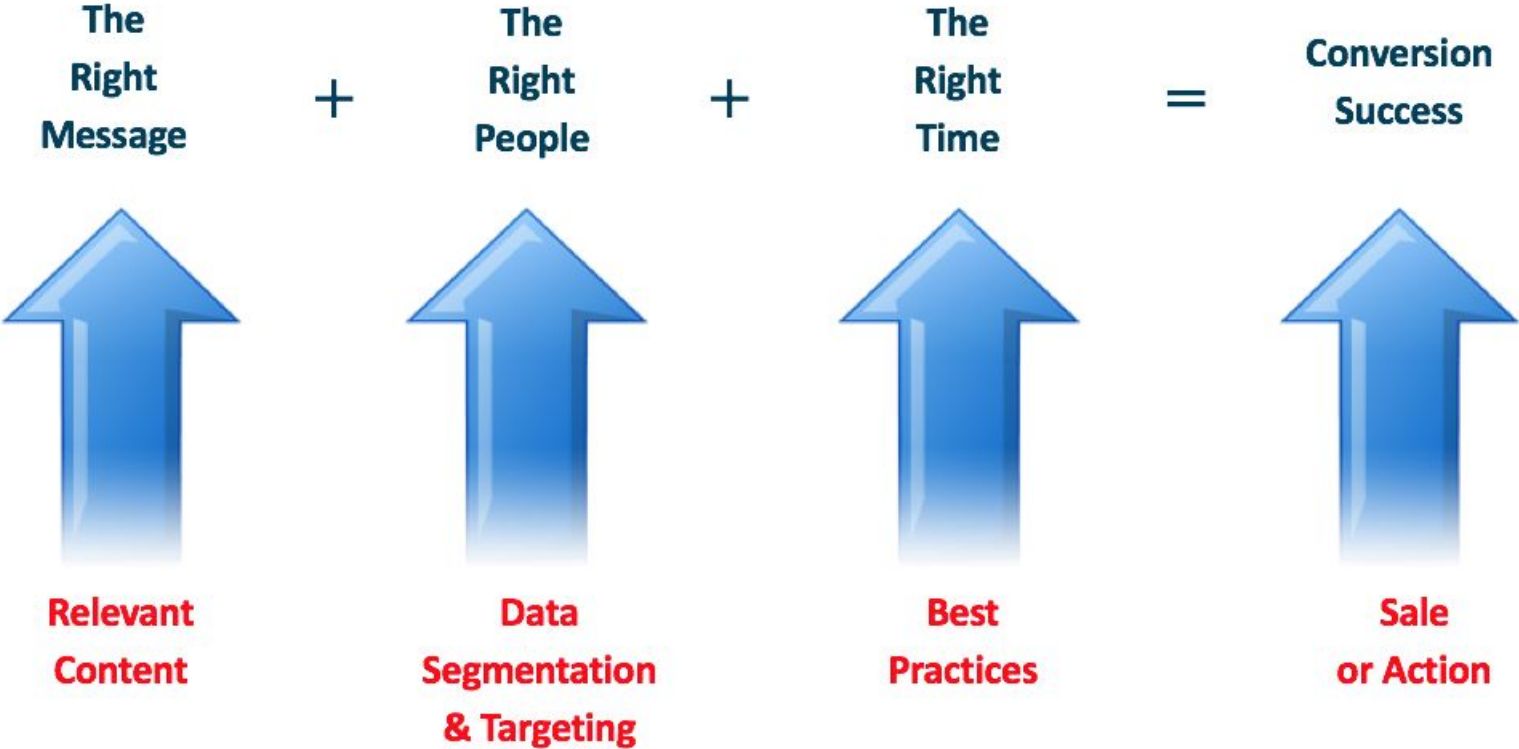
Time of Day Send



- Tuesday is the heaviest sending day
- Most Transactions Occur from 6am - 10am
 - This is NOT Unique to Act-ON
- Test out different sending times
 - All major ISPs are busiest during these times, and their servers are busy processing all of the trillions of email they receive during this time, and they advised senders to try adjusting their send times

Email Conversion Formula

Marketing Automation Email Done Right



Final Thoughts

- Measure your **reputation** through:
 - Your own metrics | email testing | reporting
- Use any and all **tools** available to manage your deliverability experience
- Create an **exceptional recipient experience** with your brand:
- Treat your clients as you would like to be treated yourself
- Drop **inactive users** Remember.....they may not be that into you!
- **Segment** your lists as needed – engaged vs. unengaged
- Different email streams have separate issues and challenges
- The road to the inbox **evolves** as messaging strategies change

Thanks

