

A man in a dark suit is seen from the back, looking out over a city skyline at sunset. The sun is low on the horizon, creating a bright glow and lens flare effects. The city buildings are visible in the background, some with lights on. The overall scene is a mix of blue, orange, and white tones.

-Email Deliverability Series- Email Success Starts with Data

act-on



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Today's Agenda

A note before we begin

Deliverability 101

What should email data contain

Not all data is equal
rating sources of data

How to clean up data

Q and A

GDPR- Its Implementation Has Begun

- Google fined €50 Million (~\$57 Mil)
- Not the anticipated first topic — more marketing-centric than anticipated
- Consent was a big issue
- More to come



Deliverability 101 Overview

Deliverability 101

- **Deliverability:**

It is feeling of how email is performing, not a metric

- **Delivery:**

Email that is **not bounced**

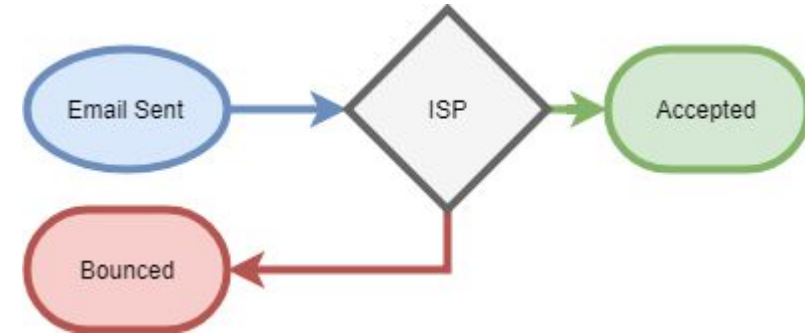
- **Inbox Placement:**

Email that reaches the **inbox**

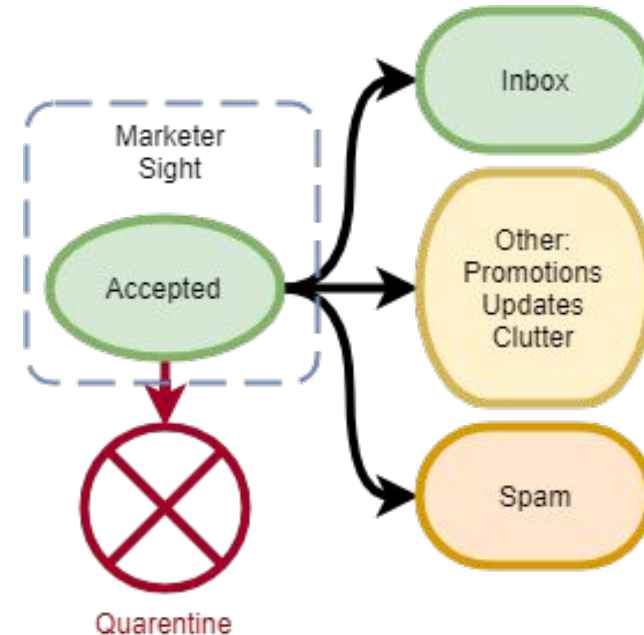
- **Open and Click Rates:**

Key metrics to analyze the **success** of your email efforts

What we see - Delivery



What actually happens - Inboxing



Current State of Deliverability

- Permission is a necessity
- User engagement is paramount
- Mobile is king of the inbox
- Everything is tracked and correlated



Evolution of the Inbox

What constitutes today's inbox?

- Mail can be read anywhere
- The inbox has evolved for user management:
 - Mail engagement & computational placement (filtering) folders:
 - Primary
 - Social
 - Promotions
 - Spam

Email Authentication

Proof of sender identity (reputation building blocks) is achieved through the following authentication protocols:

- SPF: Sender Policy Framework
- DKIM: Domain Keys Identified Mail
- DMARC: Domain-Based Message Authentication, Reporting & Conformance

Authentication does NOT guarantee email delivery

Email Performance Factors

“23% of legitimate email never reaches the inbox” ~ Return Path



Best Practices Checklist

Does the subject line convey the what, where, when, and why? (If applicable)

Is the segment being sent to engaged?

Are the recipients in the target audience of the email?

Is this email part of an intentional strategy?

Does the email have a clear call-to-action (CTA) that involves a click?

Do all the links work?

Do all pictures have alt-text?



Data

The Foundation of Sending

What Should I Have in My Data?



Data Is Split into Two Areas

Fact Data

- Name
- Address
- DOB
- Company

Behavioral Data

- Usage
- Login Times
- Opens & Clicks
- Website Visits

Generic Data

- Email Address (in the email address field)
- Name (First, Last)
- Company
- Title
- Address
- Phone #

Opt-In Data (GDPR + Required)

- Opt-In Date
- Opt-In Source
- Opt-In Confirmation
- Opt-In Location (if applicable)

Segmentation Data (Advanced Info)

- Client?
- Product Lifetime
- End of Life of Current Tool/Product
- Decision Maker
- Direct Supervisor
- Employees
- Birthday
- Time in Position
- Attended Applicable Events?

**Dangerous Data
Highly Sensitive
PII
(Can Violate AUP)**

- **Health Information**
- **SSN**
- **Uncle's Name**
- **Financial Numbers**
- **Passport #**
- **Driver's License**



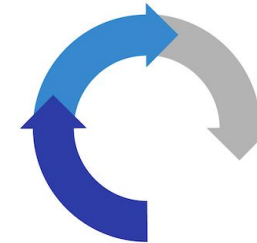
Rating Sources of Data

Not all Data is equal

Best-In-Class Data



I'M NOT A ROBOT



RECAPTCHA

Organic Doubly Opted-In with a reCAPTCHA

Other Data

- Organic Double Opt-In
- Organic Opt-In
- Double Opt-In
- Single Opt-In
- Third-Party "Opt-In"
- Non-Opted-In

Why Good to Bad?

- It all comes down to permission-based email!
- Every email should be 100% expected
- Avoid purchased lists & scraping

Time Matters Too!

- 0-6 months
- 6 mo - 2 years
- 2 Years +

A man in a blue suit is shown from the chest up, looking thoughtful with his hand to his chin. The background is a city skyline at dusk or dawn, with a prominent golden dome in the distance. A dark blue semi-transparent box is overlaid on the image, containing the text.

Data Cleanup

List Hygiene and Cleaning Up Data Inside and Outside of Act-On





Cleaning up Data That is Unused/Bad Inside Act-On

In Act-On

Marketing Lists ⇒

Dropdown on a Main List ⇒

Maintenance ⇒

-  Delete Duplicates
-  Remove Suppressed Records
-  Scrub Email Addresses
-  Remove Bounces & Opt-Outs

List Hygiene Services



- Used to clean up data with third-party help
- Validates email addresses
- Checks validity of MX record

How the NeverBounce Integration Works



EMAIL VERIFICATION PROVIDED BY
NEVERBOUNCE

IMPORT LIST

Dashboard

Help

Sign Out

Dashboard

Credit Balance: 8

All Processing Requires Authorization Cleaned Other

dummy users.csv

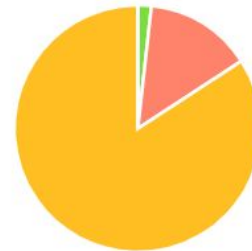
Added Aug 20, 2018 5:36 PM

Total Records Found: 57

Duplicate Emails Found: 0

Your Results

Valid	1.8%	1
Invalid	14.0%	8
Catchall	84.2%	48
Unknown	0	0
Disposable	0	0



Your list has been cleaned.

Your suppression list is now available in your Act-On account. For more information on the suppression list that was created click [here](#).

DOWNLOAD RESULTS

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1

2

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How the NeverBounce Integration Works

Import List

Upload or import a list from your Act-On account.

Upload A New List

Import From Your Account

Search lists

- Test List
- Top of Funnel
- Top of Funnel = Lead Score < 25
- Tradeshow Leads
- Upcoming Renewal Date

SELECT LISTS TO IMPORT

Import List

Upload or import a list from your Act-On account.

Upload A New List

Import From Your Account

Click or drop files here to upload

Questions?

**Suggestions for other
topics?**





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