B2B Deliverability - Strategy & Best Practices

Brandon Blair - Deliverability Consultant

Travis Wetherbee - Deliverability Consultant

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Today's Presenters

Travis Wetherbee

- He/Him
- Act-On Deliverability Consultant
- In the technology industry for 22 years and the last 17 focused on the email industry. Starting out on the Postmaster Team at Hotmail for 2 years I quickly moved to the sending side of the business and have loved it ever since.

Brandon Blair

- He/Him
- Act-On Deliverability Consultant
- Over 4 years of experience working in email marketing. Having experience in multiple different industries focusing on getting emails delivered in B2B and B2C audiences.

Today's Agenda

- What is B2B Marketing and common hurdles

- Understanding security filters

- How to increase inbox placement

- Best practices and technical requirements

- Why the traditional batch-and-blast method doesn't work

- Q&A
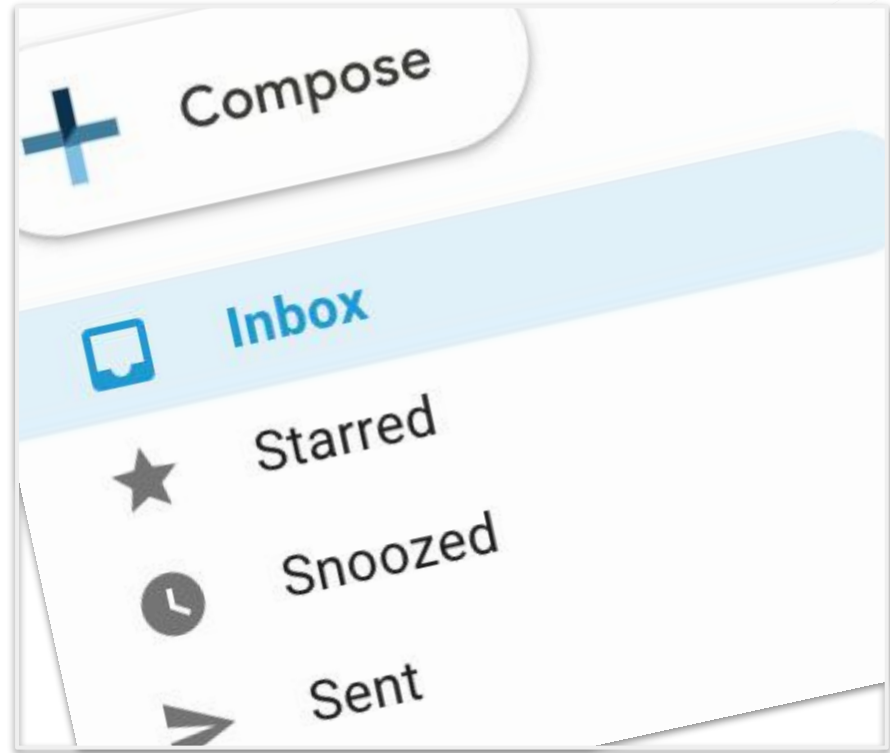
What is B2B Marketing?

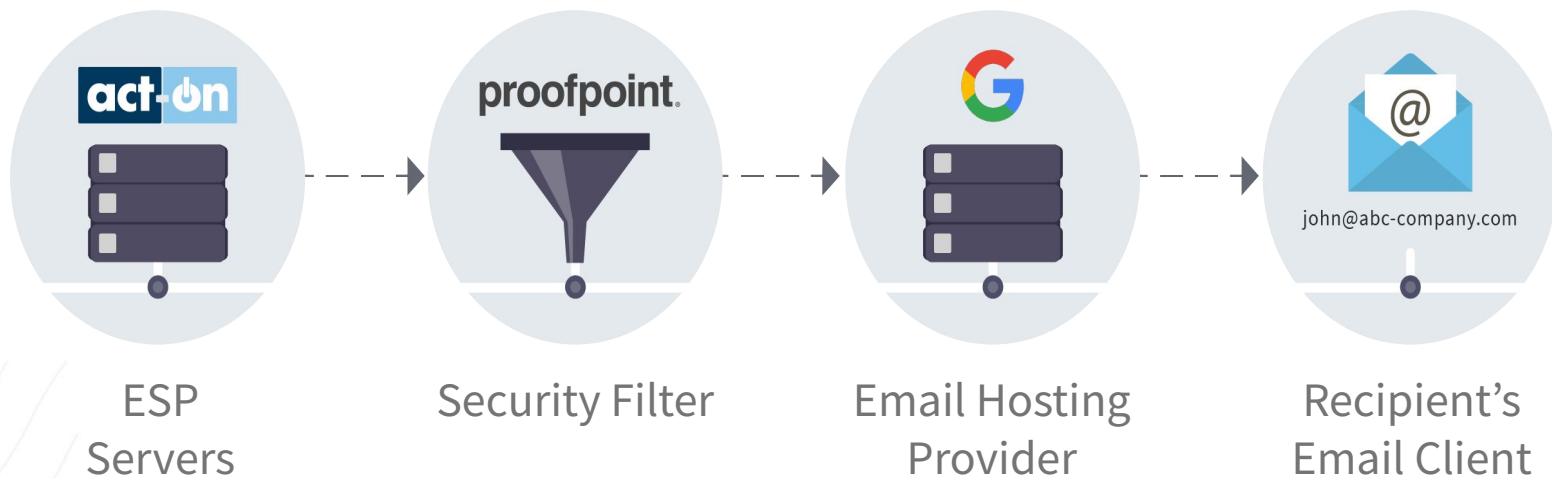| B2C:	B2B:
Email sent to an ISP domain	Email sent to a corporate domain
Gmail	act·on
YAHOO!	WELLS FARGO
Outlook	Google
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Major Hurdles in B2B Marketing

- Getting full permission and on their list of safe senders (allowlists)
- Getting through security filters
- Blocklistings
- Reputation issues
- Collecting high-quality data

B2B Mail Journey

ESP
Servers

Security Filter

Email Hosting
Provider

Recipient's
Email Client

john@abc-company.com

Understanding Security Filters

Delivering to Email Host Providers

Factors for Inbox Delivery

Factors for Engagement

Volume/Cadence

Spamminess

Technical Setup

Authentication

ENGAGEMENT

Content
(Targeting/Relevance)

Data Management

Permission

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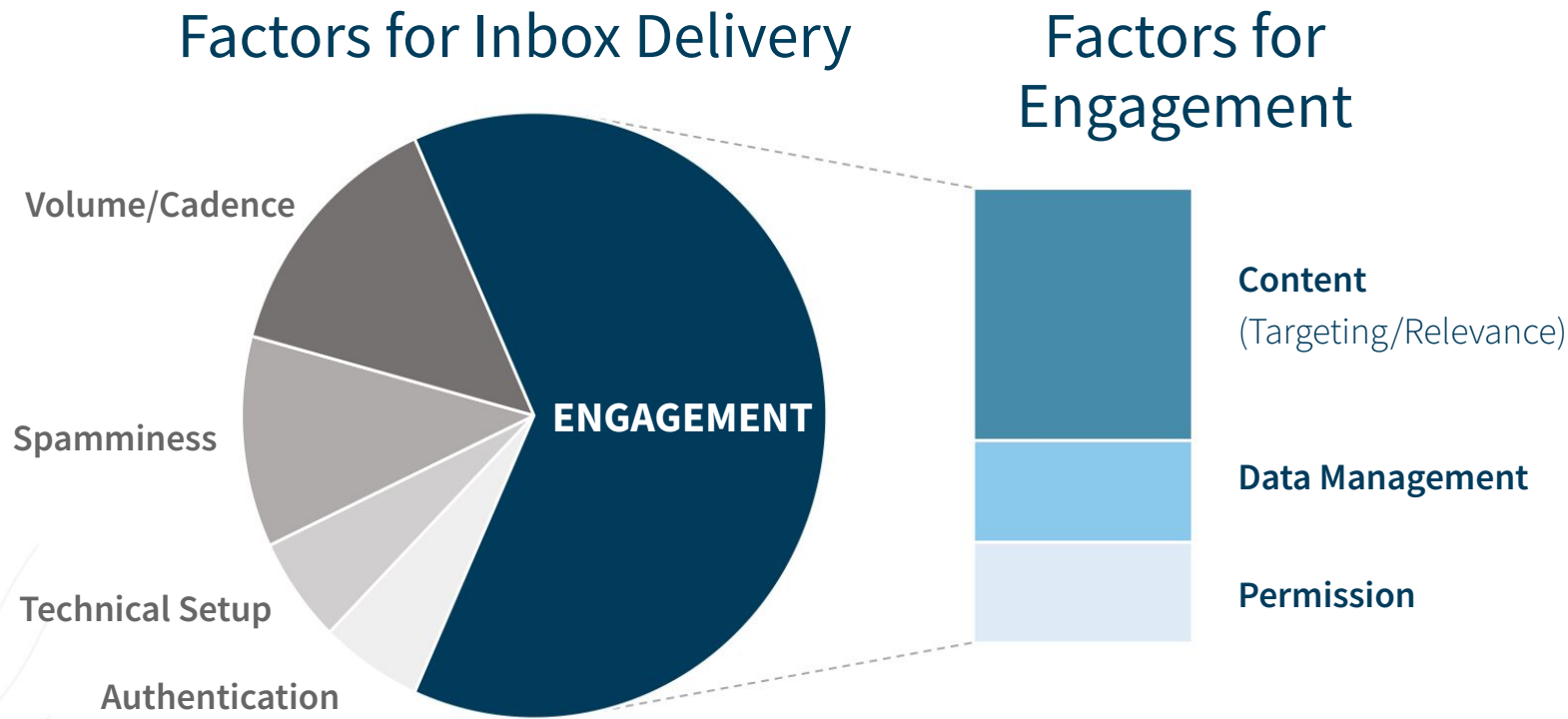
Increasing Inbox Placement

MAILING SYSTEMS

YOUR BUSINESS POLICIES

SENDER REPUTATION

EMAIL DESIGN & RELEVANT CONTENT

PROACTIVE DATA MANAGEMENT

**ENSURES OPTIMAL DELIVERABILITY**

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Increase Inbox Placement: Engagement

User engagement is paramount.

- Getting emails delivered to those who want you receive your mail has always been the goal

- User engagement filters play a huge role in how your email is delivered

- Senders who have higher engagement enjoy a higher inbox placement rates across the board

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Increase Inbox Placement: Authentication

- Helps prevent recipients from malicious emails or phishing attempts.

- DKIM & SPF are setup in every Act-On account. Authentication notifies the receiving server that Act-On is authorized to send mail on your behalf.

- SPF alignment and DMARC are **not** required to reach the inbox. While they are recommended, they will have a minimal impact on the placement of your message.

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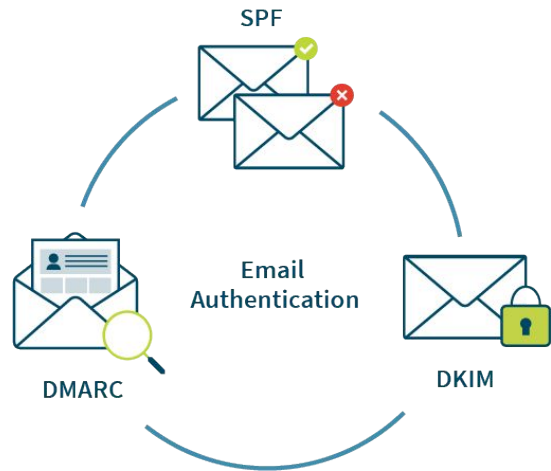
Best Practices

- Utilize engaged and unengaged segments as much as possible

- Authentication

- Fully opted-in audience

- Consistent volumes and frequencies

- Relevant content/AB testing/personalization/dynamic content

  - Focus: Subject line and CTA

- Make it easy to unsubscribe/don't cross-subscribe

- No text in images/don't link to third party domains (i.e. Google docs, link shorteners)

- Enable TLS (transport layer security) and make sure links are secure

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Why Batch & Blast Doesn't Work

- No segmentation
- Low deliverability
- Hurts reputation
- **Do not spam**

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Key Takeaways

Permission is a necessity

ISPs put a premium on permission. Without permission you are risking bad engagement from your subscribers.

List Hygiene

Bad data will sink your efforts before you get started.

Using services like Webbula or Neverbounce reduce the risk of hitting hard bounce and spamtraps.

Relevancy is key

What are you offering? Is it relevant to their business/job function?

How will it help the reader? What's in it for them?

What should they do next? Your CTA needs to be obvious and the path needs to be intuitive once on the landing page.

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Q&A

Thank You for Attending!

How can you reach our team?

Ask your AM or CSM to schedule a meeting with a Deliverability Consultant to discuss you deliverability and explore strategies to improve inboxing.

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