

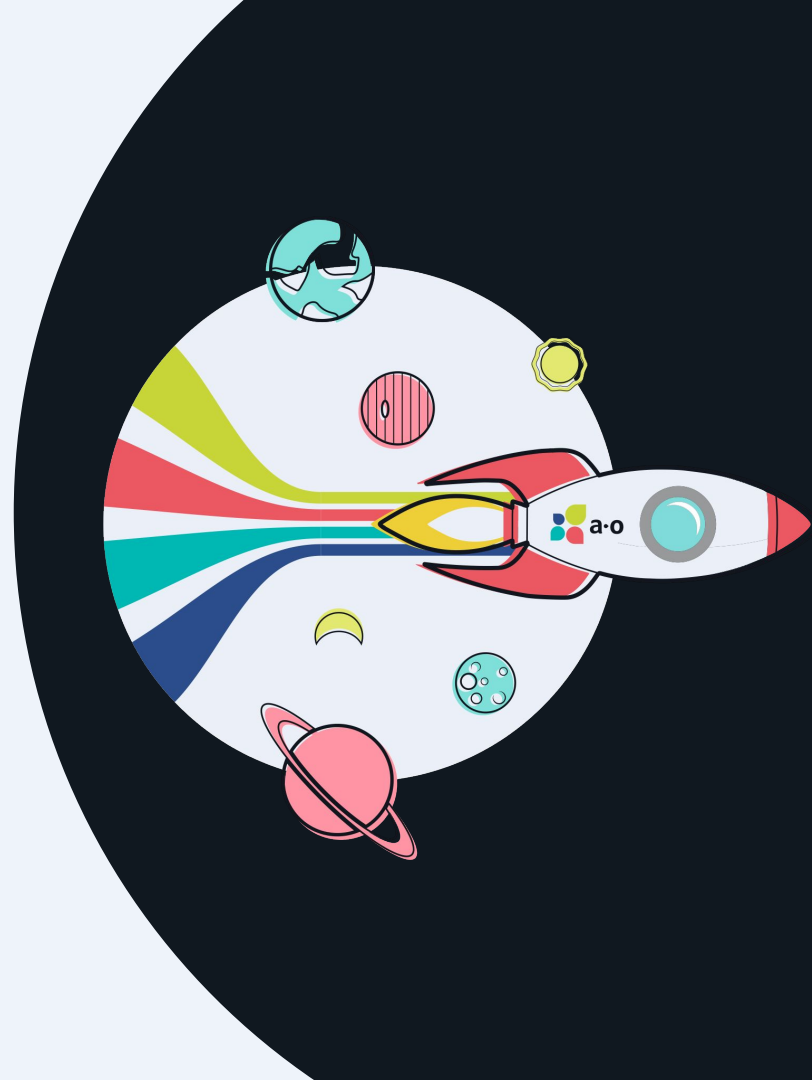


List Maintenance: Setting Your Year Up for Success



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About me

Matthew Volkman

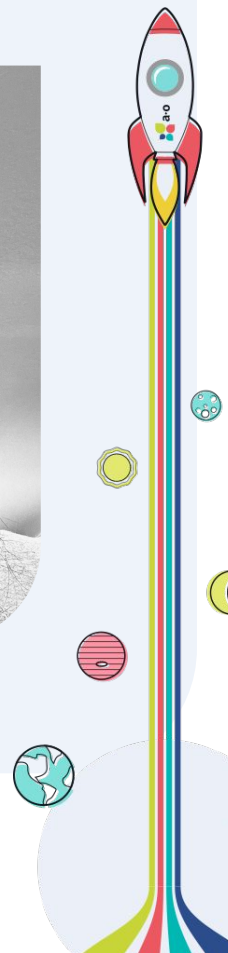
- He/him
- Act-On Deliverability Consultant
- 15-year veteran of email marketing
- Experience ranges from Fortune 500 companies, such as Disney, as well as small, local non-profits



About me

Travis Wetherbee

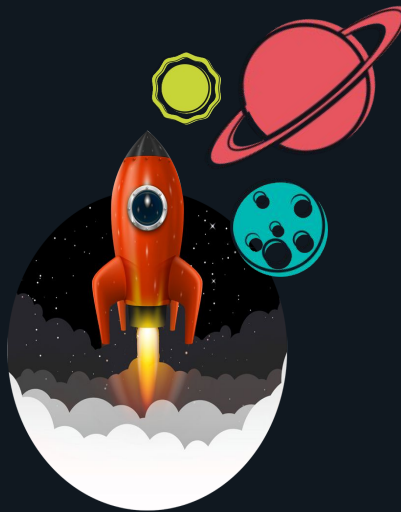
- He/him
- Act-On Deliverability Consultant
- 18-year veteran of email marketing
- Experience ranges from Hotmail Postmaster team to several Email Service Providers



Deliverability

Overall services

- Reporting and guidance
- Building strategy for deliverability
- Maintaining sender domain/s health
- Unblocking if blocklisted by ISPs or recovery from spam listings
- Deliverability tools
- Making sure your message gets to where it needs to be: your audience's inbox





● ● ● ● **Bad Data (Act-On Prohibited Data)**

These data sources are a major pain source for deliverability and can ruin the reputation of a sender quickly.

It doesn't take a lot of bad data to turn good reputation into bad reputation, and good deliverability into bad deliverability.

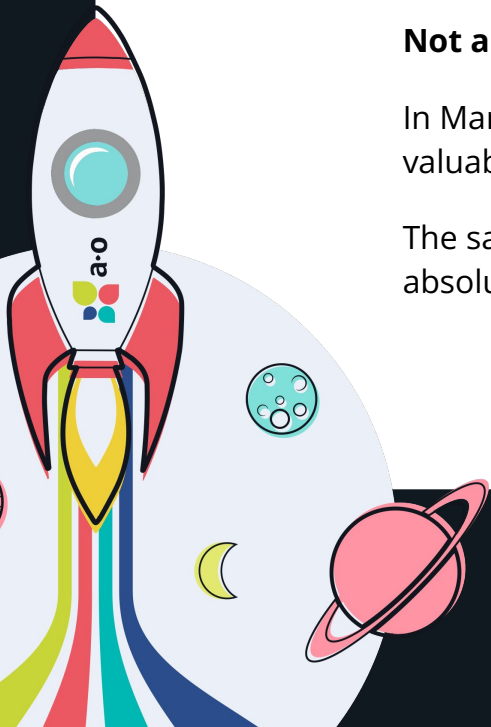


Email Data Sources Ranked

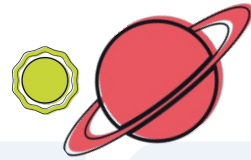
Not all data is the same – the same holds true for data acquisition methods!

In Marketing and Sales, leads can be qualified at different levels as more or less valuable based on source and collection type.

The same rule applies with deliverability. Here, we rank all 9 data sources from the absolute best to worst.



Email Data Sources Ranked



1

Organic Confirmed Opt-In Email with
Captcha

2

Organic Confirmed Opt-In Email

3

Organic Opt-In Email

4

Double Opt-In Email

5

Opt-In Email

6

Third-Party Opt-In Data

7

Scraped Data

8

Purchased (or Rented) Data

9

Unknown Data





● ● ● ● **Bad Data (Act-On Prohibited Data)**

Scraped Data

Scraping is a technique in which an email visible on the web is “scraped” into a database.

Purchased (or Rented) Data

Many of these sources claim to have “opt-ins,” but this data is either opted-in through misrepresentation, hidden or obfuscated terms, or simply scraped.

Strategies for Audience Building

- **How are you acquiring your audience?**
 - Cleansing and validation
 - Higher risk sources require a higher-level of list maintenance
- **How often do you email your list?**
 - Limits and throttling
 - Review the age and activity level of contacts



List Validation & Cleansing

Webbula

- Removing soft bounces
- Known spam traps
- Providing a deeper cleanse

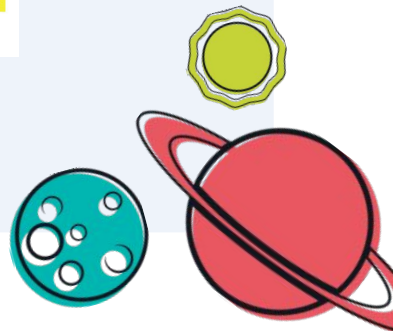


webbula
The Data Quality Experts

Neverbounce

- Hard bounce issues
- Cost-effective

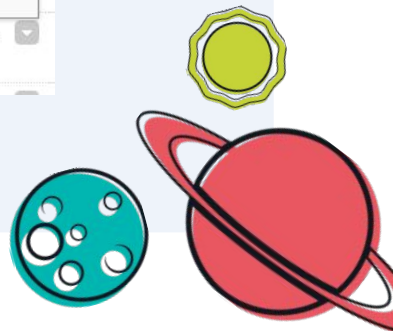
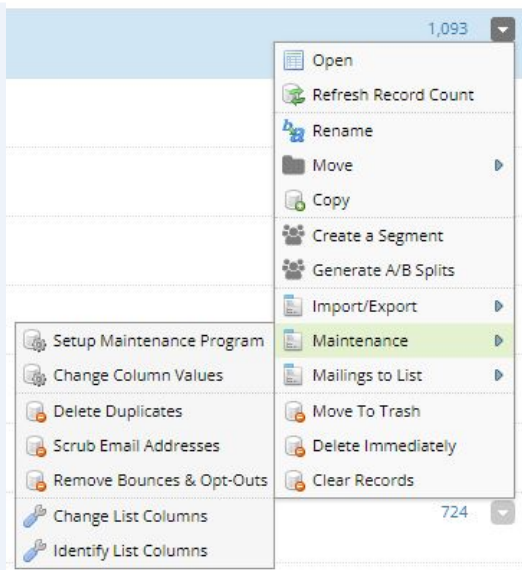
NEVER
BOUNCE 



List Cleanup

List Maintenance In Act-On

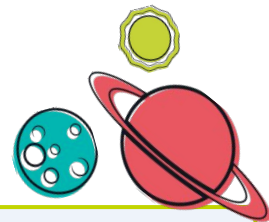
- Maintenance Programs
- Remove Bounces & Opt-Outs
- Scrubbing Individual Addresses



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How to Prepare for 2023



List sources

- Organically grown list sources are ideal
- Be aware of issues that come from various list sources

List cleanse

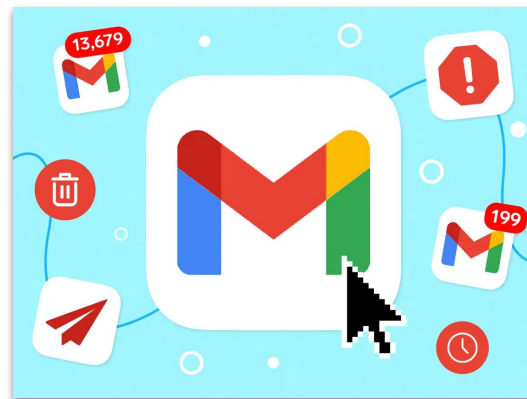
- Regularly cleanse with Webbula or Neverbounce
- Removing unengaged and bounces
- Known spam traps
- Decide on a cleanse schedule

Engagement

- Create segmentation based on engagement and interest
- KPIs (such as delivery rate, engagement, opt-outs, spam)
- Let go of stale data

How can you reach our team?

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



Thank You!

