Maximizing Engagement: Advanced Strategies for Targeting Your Audience
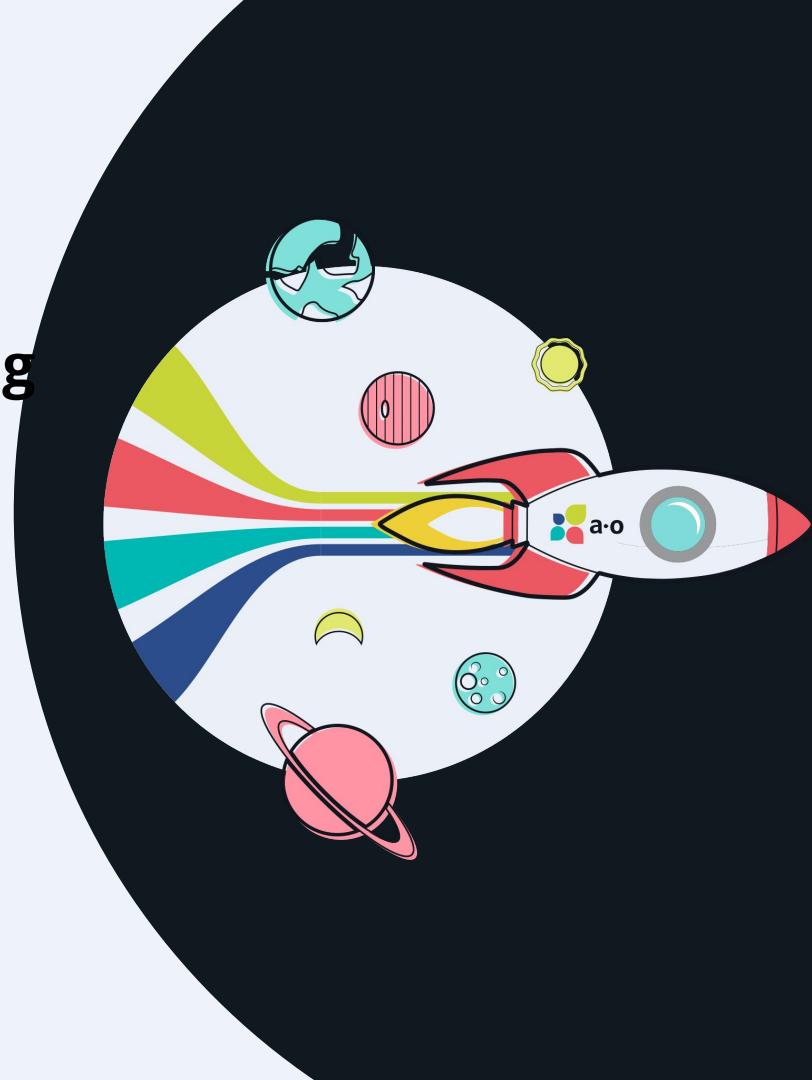
Tayler Donti
Deliverability Consultant

Alex Cunningham
*Deliverability Consultant*

About me

Alex Cunningham

- He/him

- Act-On Deliverability Consultant

- 5-year veteran of email marketing

- Has provided deliverability services to marketing agencies across the globe

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About me

Tayler Donti

- She/her

- Act-On Deliverability Consultant

- 2+ years in email marketing

- Experience includes building and running the email marketing department for a local Portland, OR-based brand

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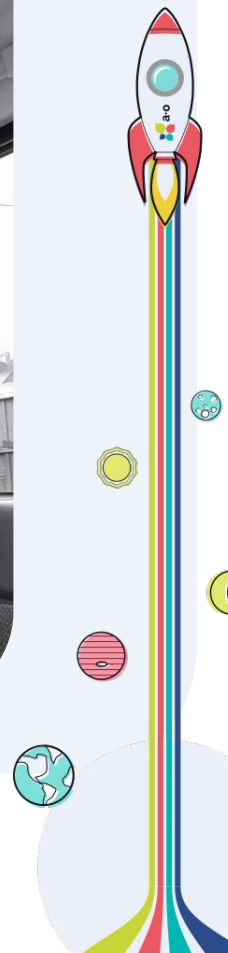
Deliverability Services

- Backend deliverability monitoring and best practices guidance

- Daily monitoring for domain reputation and best effort remediation on bounces and blocks

- Monthly or Quarterly strategy meetings with a dedicated deliverability consultant
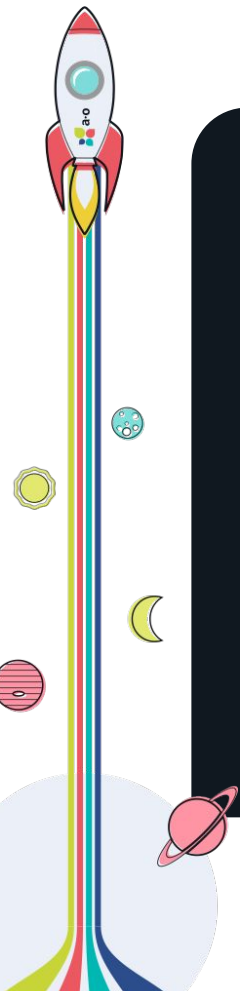
- Granular reporting at your fingertips

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The Benefits of Segmentation for Stellar Deliverability

Why is Segmentation Important?

- Segmentation can help create personalized content resulting in optimization, retention, and deliverability worth bragging about

- A rise in spam complaints or low email click rates can be turned around by smartly targeting those that are specifically engaged with your content

- Although we are unable to know what percentage of emails arrive in the inbox vs the spam folder, we can make inferences by analyzing some key metrics for our emails

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When you monitor these metrics over time it reveals trends in audience activity and engagement:

- Bounce Rates
- Open Rates
- Unsubscribe Rates
- Click-Through Rates
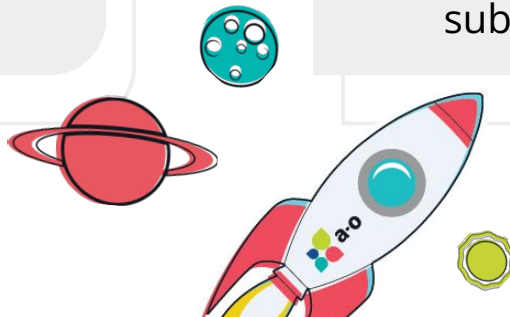- Spam Complaints

Behavioral
analyzes behavior such as:

- Content downloads

- Website visits

- Form submissions

- Webinar registrations

Engagement
analyzes behavior such as:

- Contacts who haven't been sent any emails
- Contacts who haven't received any of your emails
- Contacts who haven't opened any of your emails within the first 12 months of subscribing

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The Lowdown

- When you achieve regular engagement, it demonstrates that your audience finds value in your emails

- If your domain has a good reputation, it will signal to ISPs that your emails are relevant and beneficial to the recipient

- ISPs and Mailbox Providers decide where emails land and domain reputation is one the key determinants of that

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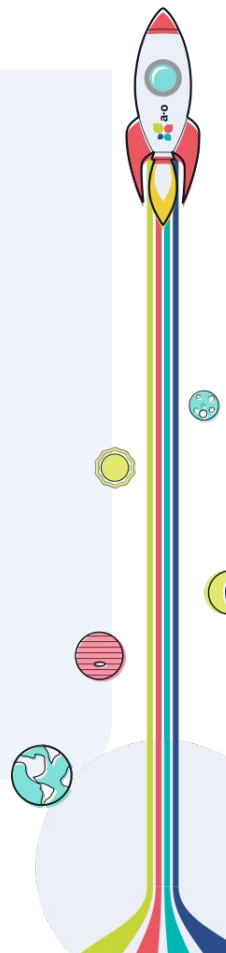
Strategies and Best Practices to Maximize Engagement

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Focus on Engaged Subscribers

- Proactive list management processes to remove/suppress unengaged subscribers

- Implement a sunset policy to give your subscribers a last chance to continue receiving your emails

- Encourage engagement with clear and concise CTAs (Call-to-Action)

- Classify your mail when at all possible. For example, you can send promotions, transactional notifications, social updates, etc. from different sender addresses

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Solidifying your Reputation

- Confirmed consent with the use of a preference management center

- Send a Welcome message and utilize A/B testing for both your Subject Lines and CTAs – **personalization** and **dynamic content** are key here

- Make it easy to unsubscribe, refrain from the cross-subscribe, and offer a one-click unsubscribe option

Manage Your Communication Preferences

Update your preferences with this form. Requests can take up to 24hrs to process.

First Name
[First Name]

Last Name
[Last Name]

Email Address *
[Email Address]

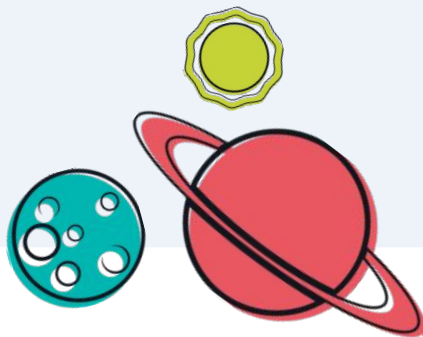What topic(s) do you want to receive emails about?

Release Notes *
○ Yes ○ No

Promotions *
○ Yes ○ No

Newsletters *
○ Yes ○ No

Submit

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Optimize Send Times, Volumes and Frequencies

- Act-On's Send Over Time feature allows you to send a high volume of messages over a set period of time

- Consider scheduling your emails between 9am and 3pm

- Focus on sending relevant content at a frequency the recipient expects

⦿ Send over time

Start Date 1/28/2023

End Date 1/28/2023

Daily send window

Between 9 : 00 AM

and 3 : 00 PM

GMT-05:00 Eastern Standard Time

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Email Fatigue

- **Email fatigue** can be described as a feeling subscribers have when they believe they are receiving an overwhelming number of emails

- **How does this happen?**
    - Change in interest
    - No preference center available
    - Increases in sending frequency
    - Too much contact across multiple channels

- Identifying how frequently your subscribers want to receive email is **essential** – too many emails over a short space of time can decrease engagement rates and increase detractors (unsubscribes/spam complaints)

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Authentication: DKIM & SPF

- Authentication notifies the receiving server that Act-On is authorized to send mail on your behalf

- DKIM & SPF should be set up in **every** Act-On account

- Used to ensure that the mail was in fact sent from the domain name it claims to be sent from

- Decide on DMARC alignment that makes the most sense for your company

SPF

Email Authentication

DMARC

DKIM

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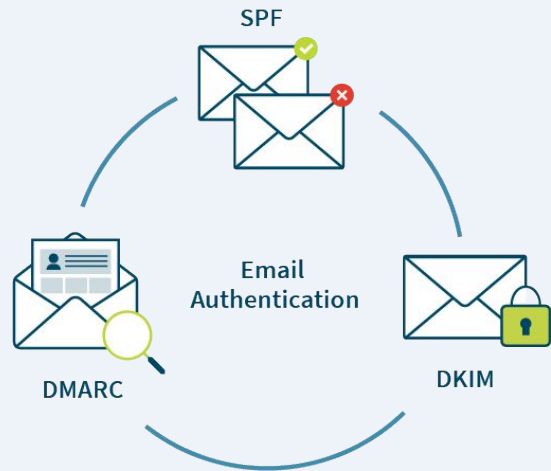
Stay ITK: Industry Trends for 2023

Allow customers to fall in love with your emails

Stay true to your email promises and show customer appreciation

Accessibility is paramount - you want your emails to be responsive on mobile, desktop and in dark mode

Apple MPP Updates

Open rates are not as accurate and are going to be inflated

Total and unique click rates are not affected

### Hyper-personalization and micro-segmentation will be vital

Work to combine historical data with real-time behaviors for predictive personalization

The importance of adding value

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To Sum It Up:

- Having solid deliverability is more than just authenticating your email domains and maintaining proper IP allocation – although it's very important as well!

- You can improve inbox placement by...
    - Implementing engagement segmentation
    - Optimizing your sends
    - Tightening up subscriber management

- The main takeaway here is sending the **right** message to the **right** people at the **right** time is the ultimate recipe for deliverability success.

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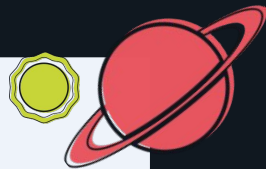
How can you reach our team?

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

Thank You!

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