

GATORCON 2018

#GatorCon2018

Live Q&A at www.sli.do event name GatorCon2018



Email Deliverability 101

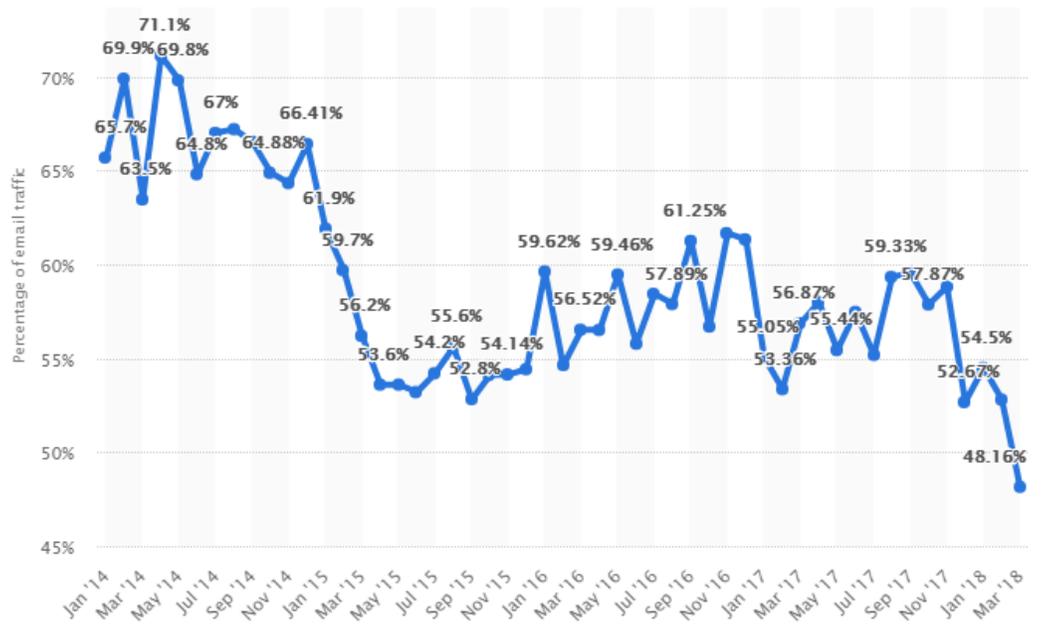


Introduction

How much Spam is there?

According to Statista, in March 2018 Spam accounted for 48% of global email volume.

The decline from 71% since 2014 is testimony to the power of the Spam Filters.



Introduction

What are we going to cover?

- What do we mean by Deliverability?
- Deliverability Myths
- Spam Filters
- What can you do to improve your results?



Email Deliverability

What is it?

- **What do you think?**
- **Let's do a poll using Slido (type sli.do into your browser) & use GatorCon2018**
- **What do you think email deliverability is a measure of?**
 - **How many of my emails are clicked on**
 - **How many are opened**
 - **How many are sent & don't bounce**
 - **How many are read**
 - **How many reach the Inbox**

Email Deliverability

Delivered = : The Poll Result

Your poll results...

Email Deliverability

Some myths

1

My “delivered” rate shows how many emails were delivered into the inbox

2

It’s my ESP’s job to fix my deliverability issues

3

I have a low complaint rate, so my mail should be delivered to the inbox

4

I don’t need to worry about inbox placement if I have a high Sender Score

5

Words like “free” or symbols like !!! should be avoided as they trigger spam filters

Email Deliverability

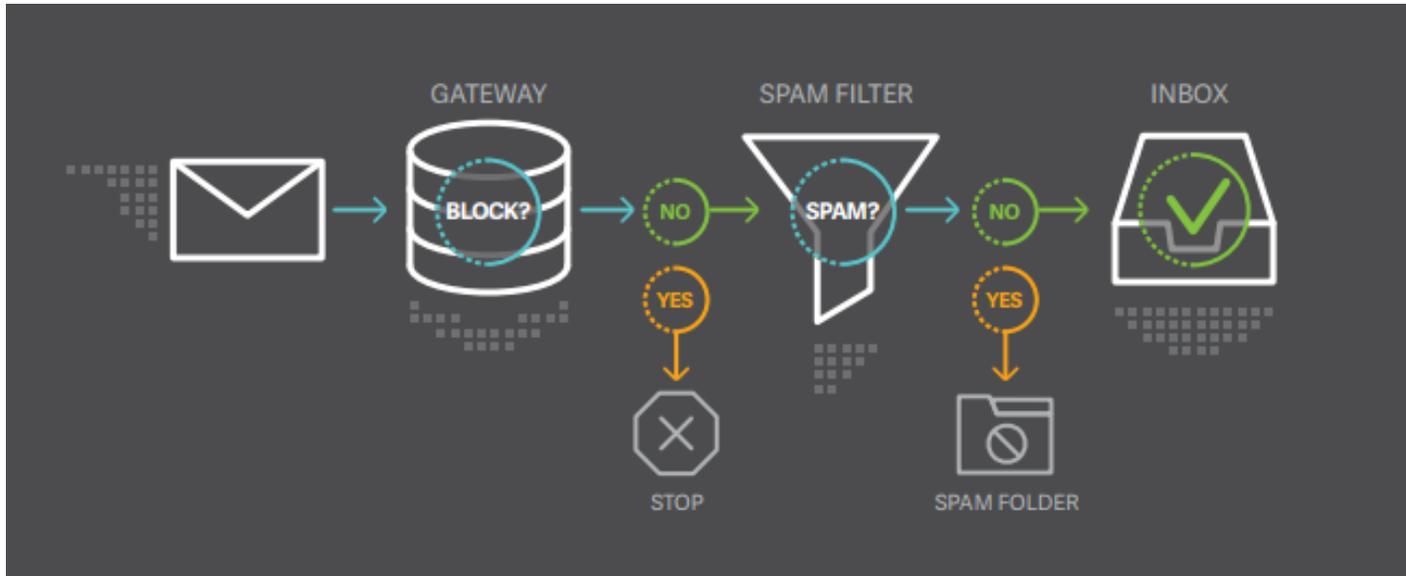
Delivered =

‘Delivered’ is the number ‘Sent’, less the number that ‘Bounced’

1,411	Hard Bounces:	6	1,400
Sent	Soft Bounces:	3	Delivered
	Other Bounces:	2	

Email Deliverability

Q: So what gets in the way? A:
Filters



3 Types of Spam Filter

1. Third party (or hosted) spam filters eg. Cloudmark and MessageLabs.
2. Gateway spam filters eg. Cisco's IronPort and Barracuda.
3. Desktop spam filters eg. Outlook, which uses Microsoft's anti-spam filter SmartScreen to help filter email. SmartScreen uses the feedback from Hotmail users.

SPAM FILTERS

What are they looking at?

1

The source of the email (IP address and Domain)

2

The reputation of the sender (Complaints, Spam traps, Message composition, Volume, Blacklists)

3

The content of the email (header, footer, code, HTML markup, images, text colour, timestamp, URLs, subject line, text-to-image ratio, language, words, attachments, and more)



Inbox Placement

How can you improve it?

- 1 What you send
- 2 Who you send it to
- 3 How frequently you send it
- 4 How many people you send it to

Inbox Placement

Authentication & Infrastructure

SPF (Sender Policy Framework)

SPF is an IP address-based authentication that validates that a message came from a mail server (IP address) that is authorized to send mail for the sending domain.

DKIM (DomainKeys Identified Mail)

DKIM provides a method for validating the domain name you send your messages from by using publicly available cryptographic authentication. It signs each message in a way that is difficult to forge, proving that the message came from the indicated sending domain.

DMARC

DMARC ensures that legitimate email is properly authenticating against established DKIM and SPF standards, and that fraudulent activity appearing to come from legitimate domains is blocked.

Inbox Placement

Authentication & Infrastructure

Protects your brand against phishing and spoofing

DKIM and DMARC help protect your brand if spammers try to spoof your domain by allowing spoofed emails to be flagged or blocked by mailbox providers.

Creates a portable reputation

Your domain reputation will move with you regardless of what IP address you're using to deploy mail.

Builds your domain reputation

Although a sender's reputation is primarily attributed to the sending IP address, domain reputation is becoming a key factor with mailbox providers. Domain reputation is based on DKIM and DMARC authentication.

Inbox Placement

Building & maintaining reputation

Spam folder placement rate

How many times mail from this domain went into the spam / junk folder due to IP address reputation or content filters

Inbox placement rate

How many times mail from this domain went into the inbox

Complaint rate

How many times a recipient marked a message from this domain as spam

Inbox Placement

Send speed / IP Warmup

IP warming is the practice of gradually increasing the volume of mail sent via a dedicated IP address according to a predetermined schedule. This gradual process helps to establish a reputation with ISPs (Internet Service Providers) as a legitimate email sender. When an ISP observes email suddenly coming from a new or “cold” (i.e. recently dormant) IP address, they will take notice and immediately begin evaluating the traffic coming from that IP.

1.	50	6.	10,000	11.	150,000
2.	100	7.	20,000	12.	250,000
3.	500	8.	40,000	13.	400,000
4.	1,000	9.	70,000	14.	600,000
5.	5,000	10.	100,000	15.	Double Daily

Inbox Placement

Maintaining quality subscriber data

An unclean list has severe consequences on your deliverability. Every spam trap, unknown user, and inactive account on your list can damage your reputation, your deliverability, and potentially can land you on a blacklist.

Mailbox providers monitor the addresses to which you are sending and will filter or ultimately block your mail if poor list quality is identified. There are three types of data you want to monitor within your list: unknown users, spam traps, and inactive subscribers.

Subscriber complaints are also a strong indicator of poor sending practice, and are an important factor in filtering decisions.

Inbox Placement

Maintaining quality subscriber data

Unknown users

An unknown user is a recipient that never existed, has been terminated by the mailbox provider, or was abandoned by the end user. Unknown user rates exceeding 10% will likely cause deliverability issues.

Spam traps

Spam traps are email addresses that don't belong to active users and are used to identify both spammers and senders with poor data quality practices. Traps include recycled spam traps and pristine spam traps aka "honey pots".

Inactive subscribers

Inactive addresses represent customers on your list file who have not opened, clicked, or taken some kind of action for a significant amount of time. Not only could these addresses be a source of unknown users or spam traps, but they also bring down engagement rates.

Inbox Placement

Subscriber engagement

Mailbox providers like Microsoft, Yahoo, AOL, and Gmail, are focusing more and more on subscriber engagement in their filtering decision process. Marketers who frequently generate high positive engagement from their subscribers are more likely to reach the inbox, while marketers that generate low or negative engagement from their subscribers find their emails landing in the spam folder.

Ideally, your email list would be populated exclusively with the email addresses of people who are actively engaged with your brand and want to receive your emails. Reality is often very different, but it's important to strive for this ideal because the quality of your email list can have a tremendous impact on your deliverability.

Inbox Placement

Positive signs of engagement

Messages read

A positive indicator that the individual wants to receive your emails

Messages marked as
“not spam”

A very strong positive signal that mailbox providers use to train their spam filters

Messages replied to

A positive indicator that the message is likely personal in nature, and desired

Senders/domains added
to address book

A positive signal indicating that future messages should be delivered to the inbox

Inbox Placement

Your sending behaviour

Build relationships

To get subscribers engaged, senders need to build solid relationships from the beginning. Set clear expectations, send a welcome message, and then follow through with what you've promised.

Deliver messages designed to engage

Capture attention with compelling subject lines, content that renders beautifully on any device, and offers that align with subscribers' interests.

Send email when subscribers are in their inbox

Know your subscribers' email patterns and send mail when they're most likely to see it and take action

Re-engage inactive customers

Develop a strategy to bring customers back into the fold and get them engaged with your program

Inbox Placement

Re-engaging inactive subscribers

Re-engagement campaigns provide an opportunity for you to recapture the attention of inactive subscribers and protect the health of your email list. Keep in mind that because recipients have different reasons for becoming inactive, you may need a number of re-engagement tools in your arsenal.

Special offers

Access to exclusive content

Promotion of new content

Invitation to opt-down or opt-out

Fun or topical content

Opportunities to update email preferences

Inbox Placement

Content

Content is still an important consideration. In addition, content is a significant factor in individual engagement, which in turn drives filtering.

It's safe to say there's no silver bullet, because there is a long list of criteria used in determining whether a message should be considered spam. Every single mailbox provider and anti-spam software has its own "secret sauce" when it comes to reading and understanding the content of incoming messages.

There are certainly steps you can take to improve the chances your messages will pass content filtering...

Inbox Placement

Complaints

Balance text and imagery

Don't create messages as a single large image, as this is a common spammer technique used in attempt to bypass spam filters. Embedding large images in emails or using a lot of graphics can also slow the email server's ability to process mail. As a result, content spam filters will often flag such emails and stop delivery.

Check your HTML

Most emails today are created in HTML, so having a nicely formatted HTML message is a good start. Broken HTML can lead to a poorly rendered message and generate complaints if recipients believe it's a phishing attempt. Make sure your HTML is free of syntax errors and formatting errors.

Test, test, test

Testing message content in a pre-deployment tool such as our Inbox Checker can help to identify potential spam filter issues before you send. Once you identify content that is being flagged by spam filters, continue testing to isolate what is causing the issues (subject lines, URLs/links, text, and/or images)

Inbox Placement

Complaints

What you can do

List sources

Take a look at all of your list acquisition sources so see whether any of them generate a disproportionate number of complaints.

Branding

If subscribers don't recognize your brand or remember signing up for your email program, they're likely to complain.

Content

Content that's not relevant or interesting to your subscribers is a target for complaints.

BLACKLISTS

Two types

Today there are more than 300 publicly available blacklists, ranging from well-known and widely used lists to independent blacklists. But not all blacklists are created equal when it comes to the impact they have on your inbox placement. In fact, anyone can start a blacklist and decide what factors will result in being listed.

IP based

- SpamCop
- Spamhaus
- Office 365
- Invalument
- Barracuda

Domain based

- Spamhaus
- URIBL
- SURBL
- Barracuda

BLACKLISTS

How to avoid them

Avoid using attachments

Include an unsubscribe

Send to small audiences more frequently

Ask subscribers to add you to their address book

Engagement based sending

Don't use large images / embedded images

Full authentication on custom domains

Segment send types (prospect / suspect etc)

Don't buy bad data and spam people!

BLACKLISTS

Blacklist removal

Lookup blacklist source

Evaluate impact and
stop sending

Get your story

Online delist
submission?

Don't be afraid to own
up and say sorry

Ask us for help!

Inbox Placement

Checklist of practical steps

- Replace hard bounces with new, verified email addresses
- Use Advanced Inbox checker, SendForensics and AI as part of testing
- Use Split Testing to improve response rates
- Segment your data at least into engagers and non-engagers
- Segment your data into buyer personas and send relevant messages

Inbox Placement

Online tools

1. Sender Score – <https://www.senderscore.org/>
2. Return Path – <https://returnpath.com/>
3. MX ToolBox – <http://mxtoolbox.com/blacklists.aspx>
4. CommuniGator - <https://www.communigator.co.uk/>
5. ...and many more spam or reputation check sites

Inbox Placement

Sender score

Sender Score is a number between 0 and 100 that identifies your sender reputation and shows you how mailbox providers view your IP address.

Your Sender Score is like a bank running your credit score to gauge your credit history.

A Sender Score Below 70 Gets Aggressively Filtered

Inbox Placement

Sender Score

Sender Score < 70

You need to repair your sender reputation.

Sender Score > 70

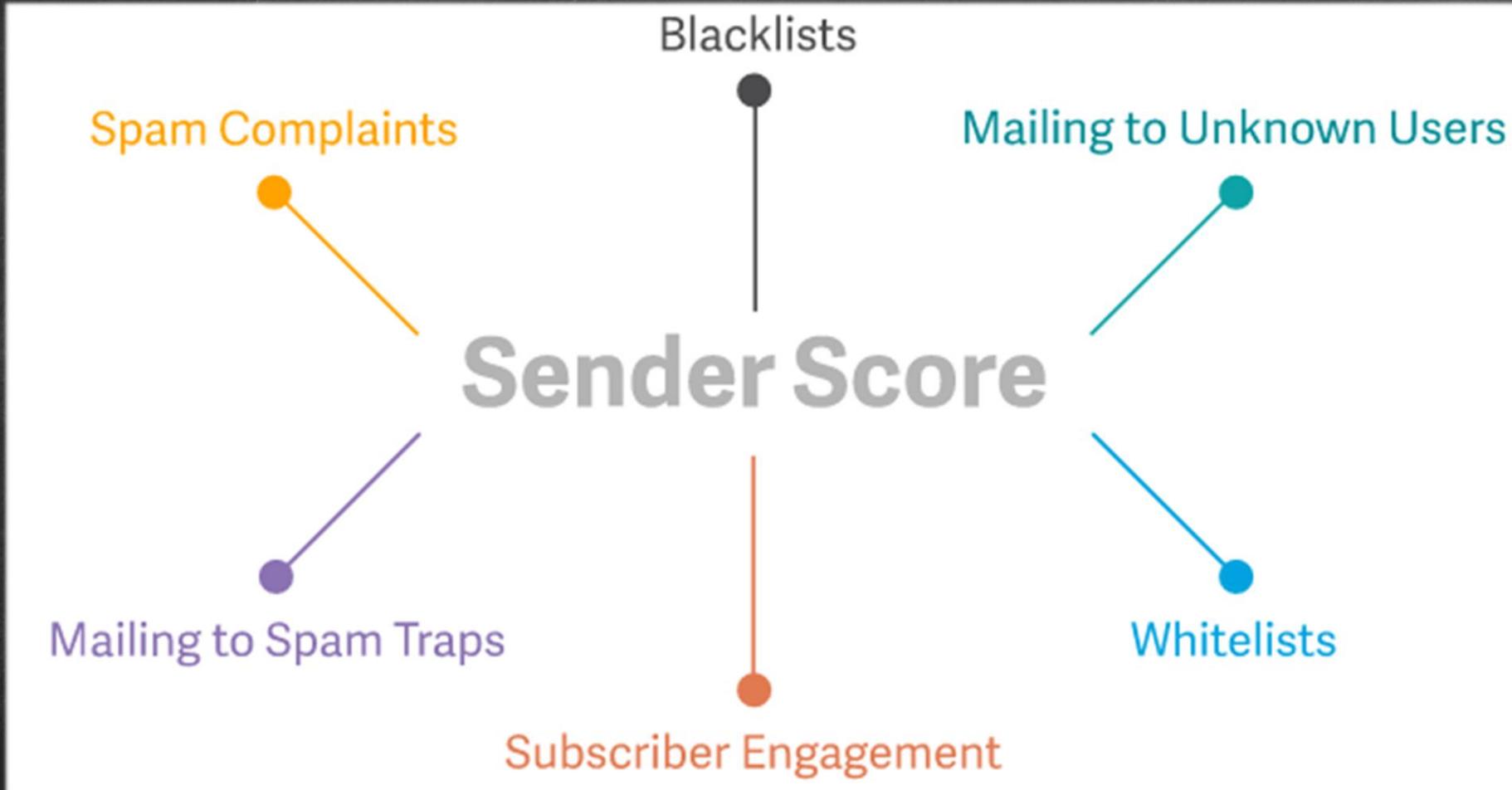
Continue following industry best practices and optimizing your email program.

Sender Score > 80

You have a great sender reputation.

Inbox Placement

Sender Score



SENDER SCORE

Sender Score Metrics for 37.221.216.3

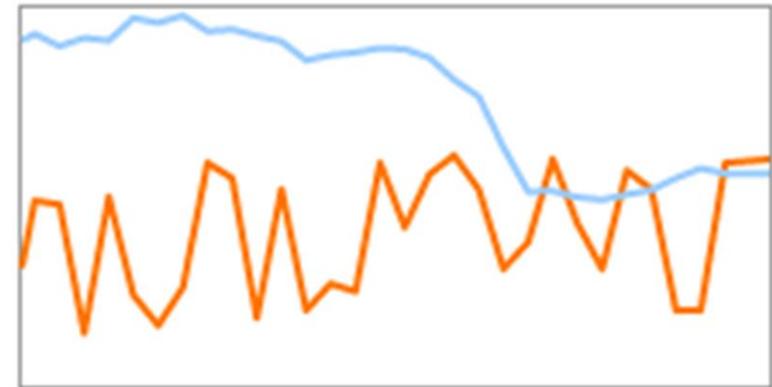
60

Hostname :: mail3.aeml1.co.uk

Very High Volume Sender ?

Return Path Certified ?

Return Path Safe ?



Aug 14



Sender Score



Volume

Sep 13

Inbox Placement

Sender Score

SENDER SCORE

Reputation Measures ?	Impact on this score ?
<input checked="" type="checkbox"/> Blacklists ?	Low
<input checked="" type="checkbox"/> Complaints ?	Low
<input checked="" type="checkbox"/> Infrastructure ?	Low
<input type="checkbox"/> ISP Bulk Rate ?	Contact us for details
<input checked="" type="checkbox"/> Message Filtered ?	Medium
<input checked="" type="checkbox"/> Sender Rejected ?	High
<input type="checkbox"/> Spam Traps ?	0
<input checked="" type="checkbox"/> Unknown Users ?	Low

Inbox Placement

Sender Score

MX TOOLBOX

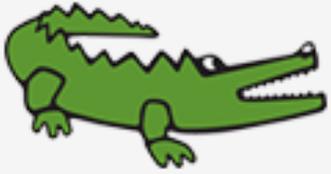
Checking mkt.gatorupdate.co.uk which resolves to 37.221.223.12 against 107 known blacklists...

Listed 0 times with 1 timeouts

	Blacklist	Reason
✓ OK	BSB Domain	
✓ OK	ivmURI	
✓ OK	SEM FRESH	
✓ OK	SEM URI	
✓ OK	SEM URIRED	
✓ OK	SORBS RHSBL BADCONF	
✓ OK	SORBS RHSBL NOMAIL	
✓ OK	Spamhaus DBL	
✓ OK	SURBL multi	
✓ OK	URIBL multi	

Inbox Placement

CommuniGator Resources



CommuniGator Help Site

<http://help.communiGator.co.uk/m/83869>

Email & Content Marketing

- Guide to email marketing
- Our email inbox deliverability essentials guide
- Segmenting your email list

Email & Product Design

- Avoiding spam filters
- 10 ways to increase your click rate
- The complete guide to email optimisation

[CommuniGator Help Site](#) / [Blog Resources](#) / [Email & Product Design](#) / [Blog Posts](#)

Email & Product Design

BLOG POSTS

[Avoiding Spam Filters](#)

[Your Essential Pre-Initiation GatorMail Checklist](#)

[Responsive Email Design](#)

[Split Testing: The Ultimate Guide](#)

[The Do's & Don'ts of Surveys](#)

[The Structure Behind a Successful Landing Page](#)

[9 Common Questions about SendForensics Answered](#)

[Killer Workflows that save time and deliver the goods](#)

[The Ultimate Campaign Send Checklist](#)

[How CommuniGator Combats Bot Activity](#)

[The Complete Guide to Email Optimisation & Implementation](#)

[Increasing your Pipeline using Social Media](#)

[10 ways to increase your Click Rate](#)

[Send Forensics: The Benefits to Marketers](#)

[Our Guide to A/B Testing](#)

[View all chapters](#)

Inbox Placement

How can you improve it?

- 1 What you send
- 2 Who you send it to
- 3 How frequently you send it
- 4 How many people you send it to

ANY QUESTIONS?

Thank You!

An abstract geometric pattern composed of numerous gray triangles of varying sizes and shades, arranged in a complex, crystalline structure that resembles a snowflake or a cluster of crystals. The pattern is located in the bottom right corner of the slide.