

GATORCON 2020 4TH – 6TH FEBRUARY.

OLD THORNS MANOR HOTEL

#GatorCon2020

Live Q&A at sli.do event name **GatorCon2020**



INBOXING HORRORS & DELIVERY DEBACLES.

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SPAM

DELIVERABILITY SUCKS!!!

- Its hard to get right
- It takes ages to investigate issues
- Changes are slow to uptake
- No single solution for everyone
- What works now might change at any time

BRANDING

All about your sending domains...

- The from address of your campaign is the email address a recipient sees in their inbox when they receive your email. It should look like its from you.
- Fully configured for authentication, confirming to the ISPs that you are who you say you are. This is essential for getting more of your emails delivered into inboxes.
- Use your business domain for your email, sending from @yourcompanyname.com or a sub domain off it such as @marketing.yourcompanyname.com
- Your recipients will see only your brand - no mention of your ESP. Making sure your 'from' address is fully branded like this will help increase your open rates.
- Using a branded domain helps protect your company's transactional and business emails from being affected by blacklisting from organisations such as Spamhaus due to spam complaints.

BRANDING

All about your sending domains...

- If you send different mail streams, it can be a good idea to separate them by using multiple sub domains. For example @news.yourcompanyname.com and @marketing.yourcompanyname.com.
- It is fine to buy a new domain, but make sure you are not doing it to “rotate” your email marketing, by trying to get around issues.
- Do not don't send from a newly purchased 'from' domain for 30 days. Mailbox providers treat brand new 'from' domains as a bad reputation indicator. Sending from it within 30 days could adversely affect your deliverability.

BRANDING

M3AAWG and cousin domains...

- M3AAWG (Messaging, Malware and Mobile Anti-Abuse Working Group) meet multiple times a year and create the world wide standards for email marketing. Its attended by users like yourselves, ESPs like CommuniGator, ISPs like Google and Microsoft, and more.
- In late 2019 M3AAWG released a “Sending Domains Best Common Practices” guide that talks about what domain they like to see for email marketing.
- Ultimately, selecting a domain to send from consists of choosing between two main options: a) using the main business domain, or b) a new domain name (related to the brand).
- The latter is called a “cousin domain” where by the domain used in the email is not the same as the business domain for your own company. They look like phishing and typically result in increased spam complaints and emails being blocked or filtered.
- “The use of cousin domains is strongly discouraged by M3AAWG”.

REPUTATION

Understanding your sender reputation...

- Reputation comes from the quality of data you upload and the engagement you get from your contacts in your campaigns.
- The better the quality of data, and the greater the campaigns perform, the higher your reputation will be.
- Make your data as high a quality as possible and send the most relevant campaigns at the best time to improve engagement.
- Send emails that are consistent with what subscribers were told they'd receive at the point of signing up. Meet their expectations.
- Use segmentation to send subscribers content that speaks to them and their personal interests
- Make sure the frequency of emails is consistent with what the subscriber is expecting
- Delivery problems are primarily driven by recipients objecting to mail.

REPUTATION

Understanding your sender reputation...

- Use recognisable and consistent 'From' and 'Reply to' names and addresses, as well consistent subject lines to ensure that the subscriber recognises your mail.
- Test your content to ensure that it appears and comes across as you intend.
- Create an engagement strategy; make sure you're sending email to subscribers that want your emails.
- Remove subscribers who are showing signs they don't want - or aren't interested in - what you're sending them.
- Ensure that you're sending relevant content to encourage engagement.
- Avoid using purchased lists (from bad sources).
- Pay attention to your campaign results and monitor your bounces.

TOP TIPS

Advice for every day tasks...

- Every time you send a test, make sure to download the images, click some links, and perhaps even reply. This is positive engagement and sends subtle signals upstream.
- If the email ever lands in junk or spam, click the “not spam” buttons when available, or manually move them into the inbox. This tells the provider the email is wanted and not just to you.
- Don’t explode your daily email volume with new data too quickly. New and cold data should be no more than 10% of a normal daily volume. Slowly introduce it in your campaigns.
- Use the tools available to check your campaigns out. SendForensics, Deliverability Graphs, AI, Inbox Checker.

BOTTOM LINE

Always consider these points...

- Are you sending to your active and engaged contacts? Or are you only sending to cold / purchased data?
- Is your email something people are expecting to receive?
- Would you open the email you are sending?
- Do you think your email looks like any other spam email, that you yourself would just delete, block the sender, or report as spam?
- Are you effectively spamming people?
- If any of the above makes you think “yeah that’s us”, then why should your email be delivered to the inbox and engaged with?

QUESTIONS & ANSWERS

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