



Hot Topics in Deliverability

The Evolution of Deliverability –
A strategic approach to inbox placement

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**What do you think is trending
and hot in our space right
now?**

***Please participate by responding to our
survey...coming soon.***

Proposed Agenda: Hot Topics in Deliverability

1 Recent changes among **receivers**

2 Comparative analysis among **receivers**

3 Known deliverability problems:

Operational

By client industry vertical

Case study or studies on how problems have been resolved

**Is the receiver perspective
where we should focus?**

Adjusted Agenda

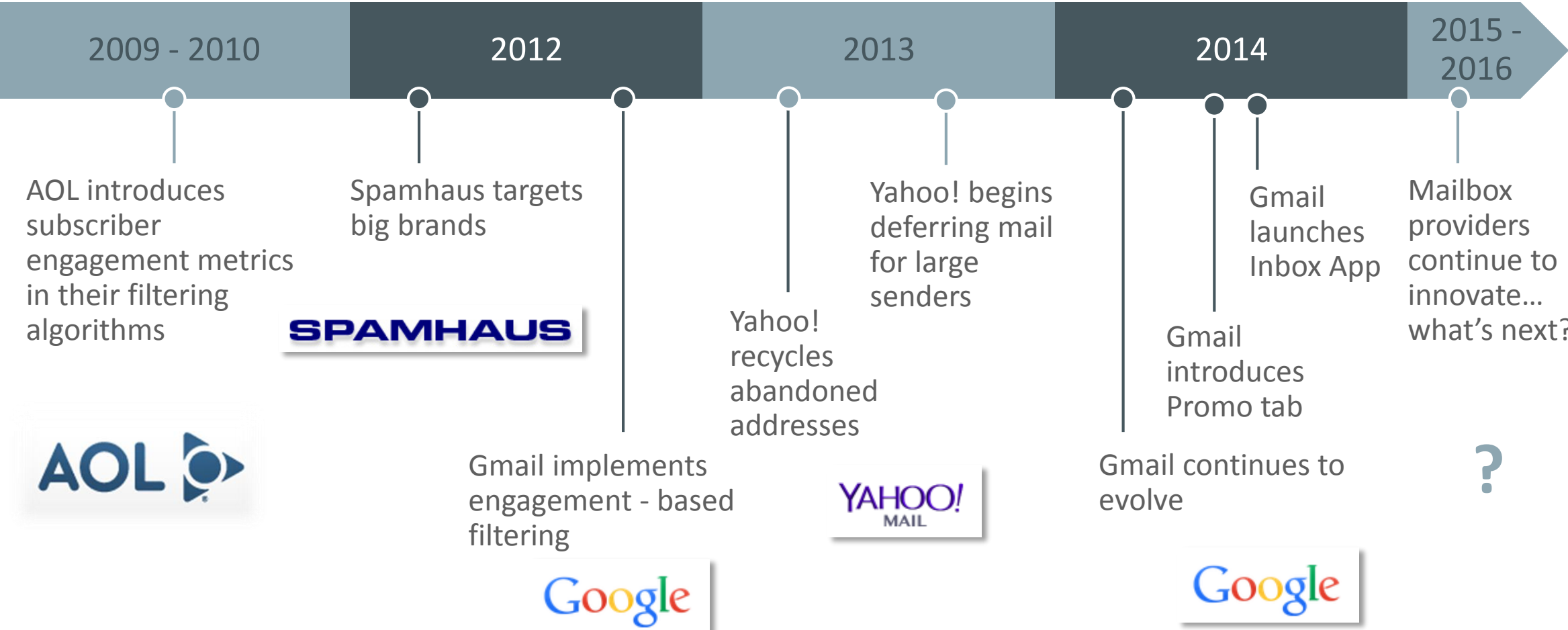
- 1 ➤ The Evolution of Deliverability
- 2 ➤ We've become specialized
- 3 ➤ Real world scenarios using deliverability strategically
- 4 ➤ Advanced engagement modeling
- 5 ➤ Challenges, opportunities, final thoughts



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ISP's Are Focused on Recipients, We Should Be Too!





Recipients have been given a voice:

Delivery to the inbox has become a personal matter. My inbox is different than yours. Specific user behavior plays a large role in determining where mail can land. Filtering decisions based on myriads of data points or “signals”

Source: MailUp Blog, Be Relevant. Written by Massimo Arrigoni, 02/04/2015

ISP's Are Listening & Own the Mailbox

User Level Signals	ISP's Measure	Marketer's Measure
Positive Signals		
• Moving a message out of SPAM folder	✓	
• Marking as not SPAM/junk	✓	
• Replying to a message	✓	✓
• Adding the sender to the address book	✓	
• Reading or viewing a message (open)	✓	✓
• Moving a message to another folder, tagging, starring	✓	
Negative Signals		
• Deleting a message without opening or reading it	✓	
• Marking the message as SPAM or moving it to junk folder	✓	✓
• Reporting message as a phishing attempt	✓	
• Ignoring message	✓	

The Power of Proxy

- Why have deliverability experts advised email marketers to look at clicks as well? Answer = the power of proxy
- The advice to look at click through rates to get a handle on engagement-based spam filtering is primarily due to the fact that marketers often don't have access to the same metrics as the email providers and ISPs.
- ISP's track 100's of data points. As an example marketers have 3 out of 10 kpi's that ISP's are monitoring. So make sure you're watching at least those 3 and more of our own..
 - Opens, clicks, conversions, complaints



Spam Traps Still Exist & Still Cause Black Listings...

- Spam traps typically do not open or click an email
- So eliminating accounts that never open, click, or convert can be a valid way to clean your list of these accounts and improve deliverability caused by reputation filtering



SBL Advisory

The Spamhaus Block List

The Spamhaus Block List ("SBL") Advisory is a database of IP addresses from which Spamhaus does not recommend the acceptance of electronic mail.

spamcop.net



The LashBack Blacklist

SBL Advisory

XBL Advisory

PBL Advisory

DBL Advisory

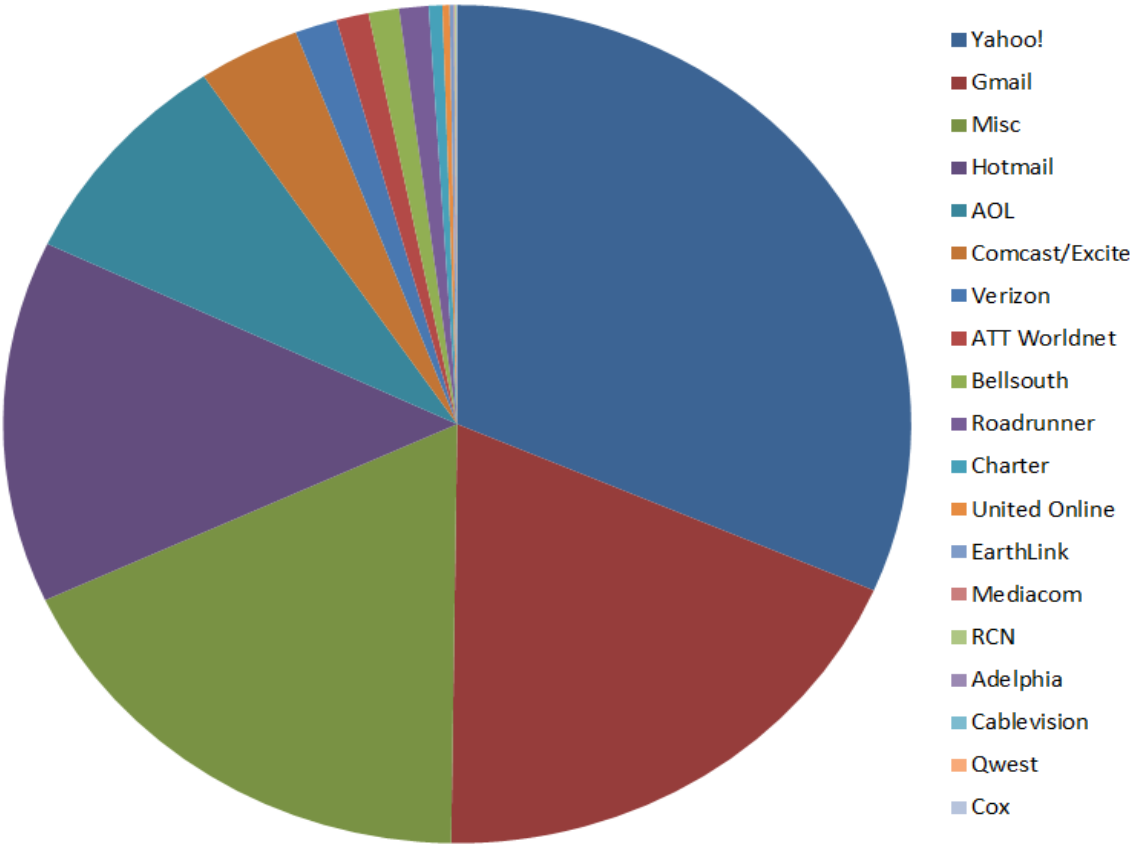
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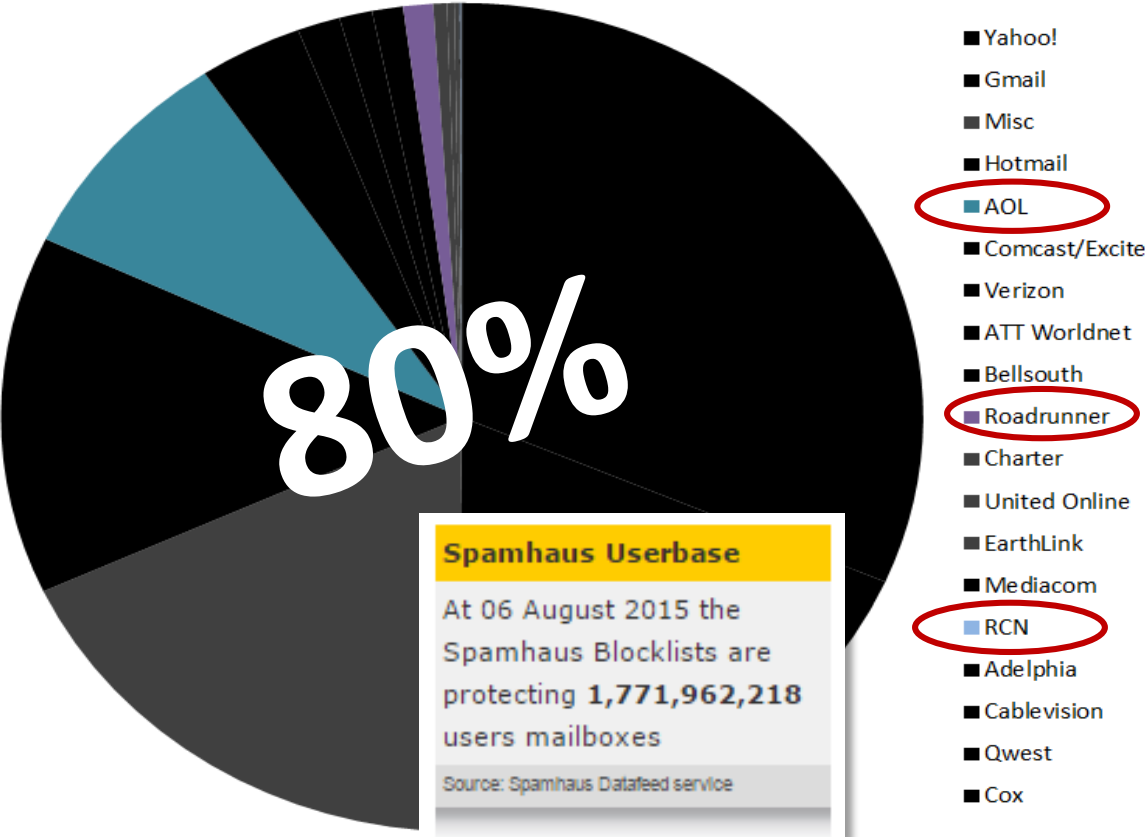


ISP's That Reference Spamhaus:

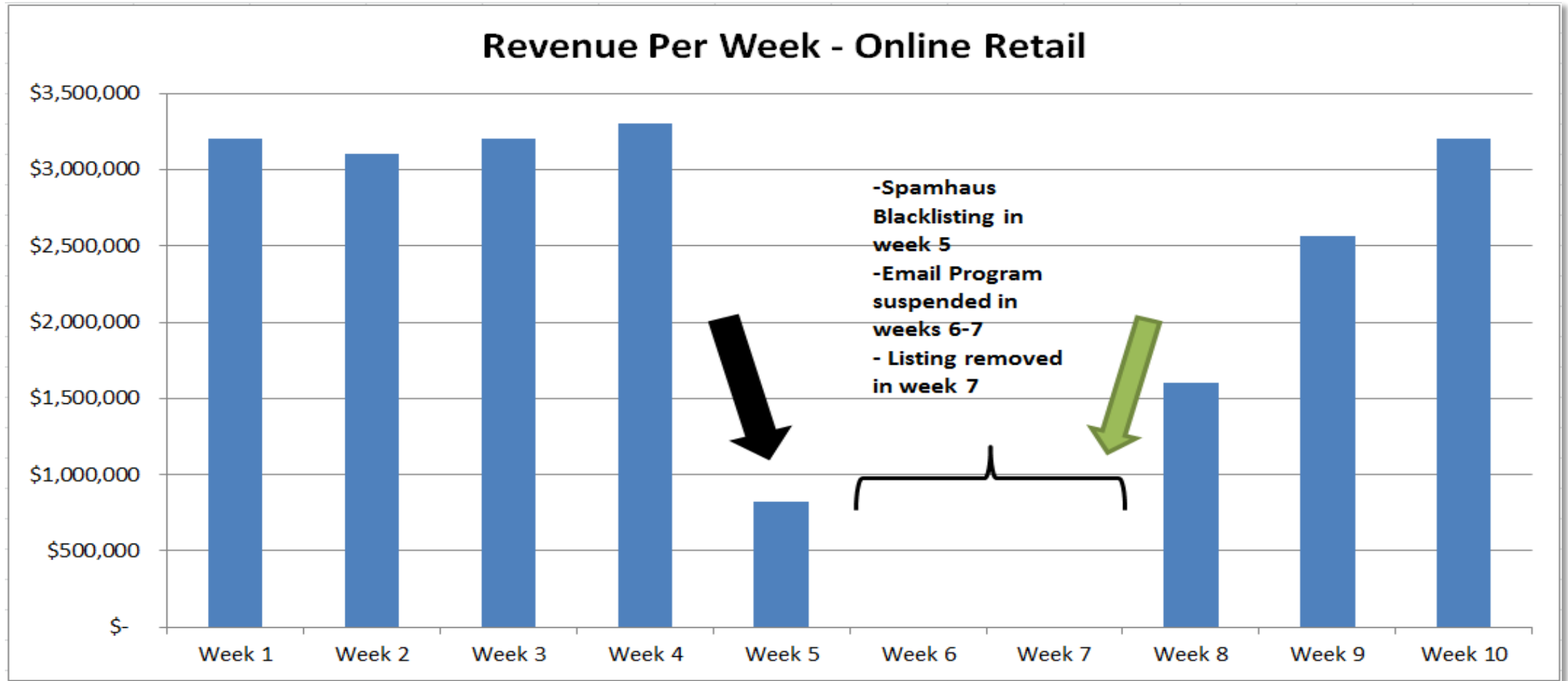
Typical Retail Email List Distribution



Retail Email List on Spamhaus



Spamhaus Listing Impact on Revenue



The Bottom Line?

“Getting to the inbox is still complex, and will likely remain so for a while. The rules of the game are just changing and morphing, and doing so at a rapid pace.”

~ A colleague from Email Copilot, Al Bsharah

our charter:

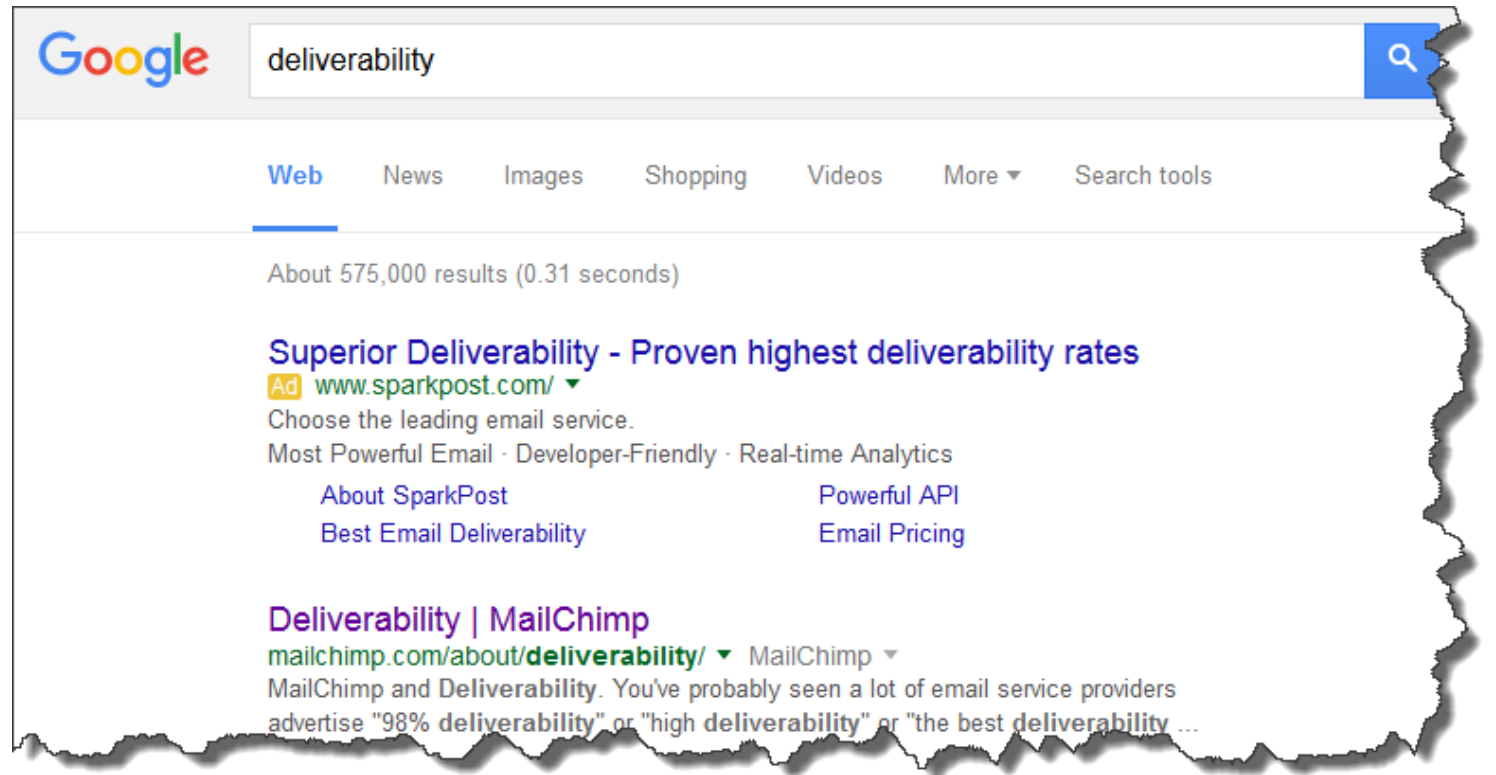
help marketers listen
to recipients and drive
superior marketing
results.



The Evolution Of Our Space

Deliverability has gone mainstream

- Used to be small, niche, now executives in our space are familiar with the word
- Is Deliverability even a real word?



Hats Off to MailChimp

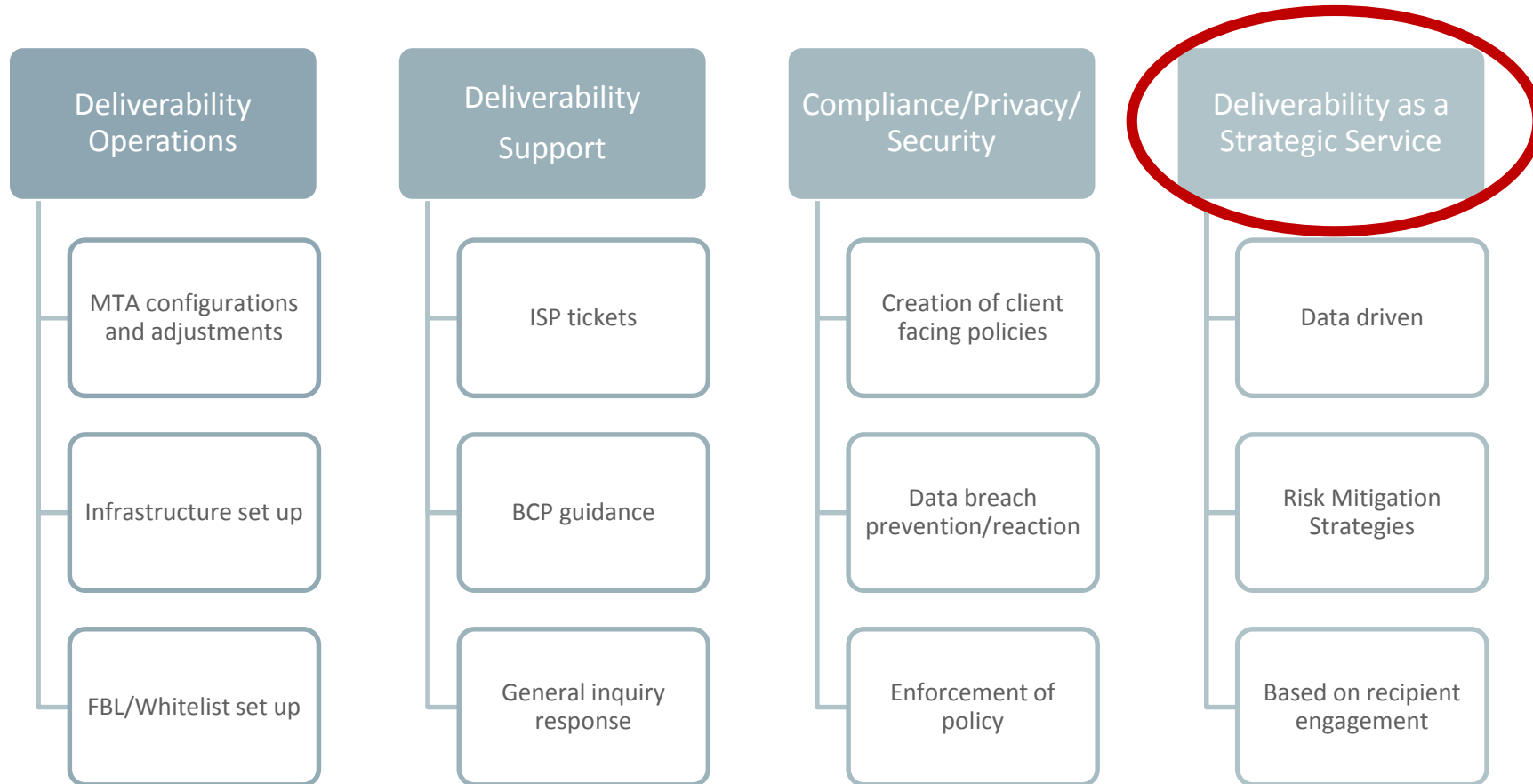
For capturing our space in a clean, clear, simple way

- “Deliverability is a way to measure the success at which an email marketer gets a campaign into subscribers' inboxes. It involves anything that touches email delivery, like ISPs, MTAs, throttling, bounces, bulking, and spam issues. Senders affect their own deliverability, too—so if you create good content and maintain a clean list, your campaigns will be more likely to reach your subscribers.”

**We have become more
specialized.**

Areas of Specialization

Understand this is a result of size of company, one person could cover all these areas



Clients Business Needs Drive Deliverability Strategies

Top 6 Strategies

1. Activity targeting or advanced engagement modeling
2. New registrant vetting
3. Win-back, reactivation, re-permission program automation
4. Transactional vs. promotional life-cycle audits (CASL vs. CAN-SPAM)
5. Spam trap investigation, risky data identification
6. Onboarding new IP addresses, changes in warm-up and ramp-up

Real World Scenarios

Deliverability battles:

what we
continue to
hear from
marketers

- **Our marketing goals are aggressive.** How do we achieve success without emailing everyone in our list all the time?
- **I know we get junk foldered and blocked.** How do I identify the reason it's happening and the business impact of the junk foldering and blocking?
- **We are always reacting.** How do I stabilize inbox placement enough to be strategic vs. tactical and reactive?
- **Leadership wants to email all our inactive recipients.** How should I email them without getting black listed when we've had a black listing before?

**Optimizing delivery to achieve
business goals vs. hindering
them.**

Imagine that?

Advanced Engagement Modeling: Using historic engagement status to increase frequency & revenue

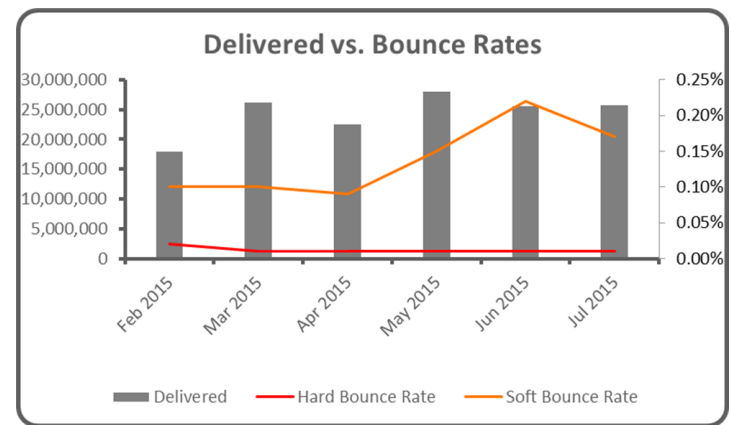
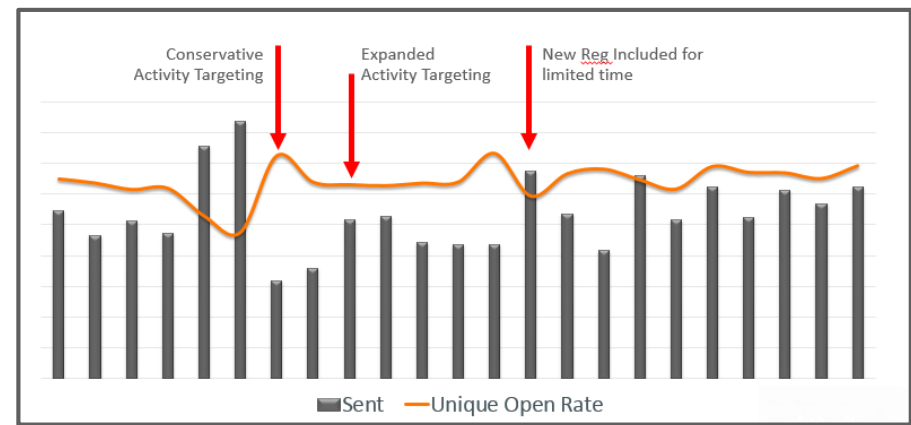
Challenge A retailer wanted to email every recipient every day but whenever they did they had periodic and sustained blocking and filtering.

Solution Activity Analysis + Risk Ranking + Email Frequency Rules & Testing

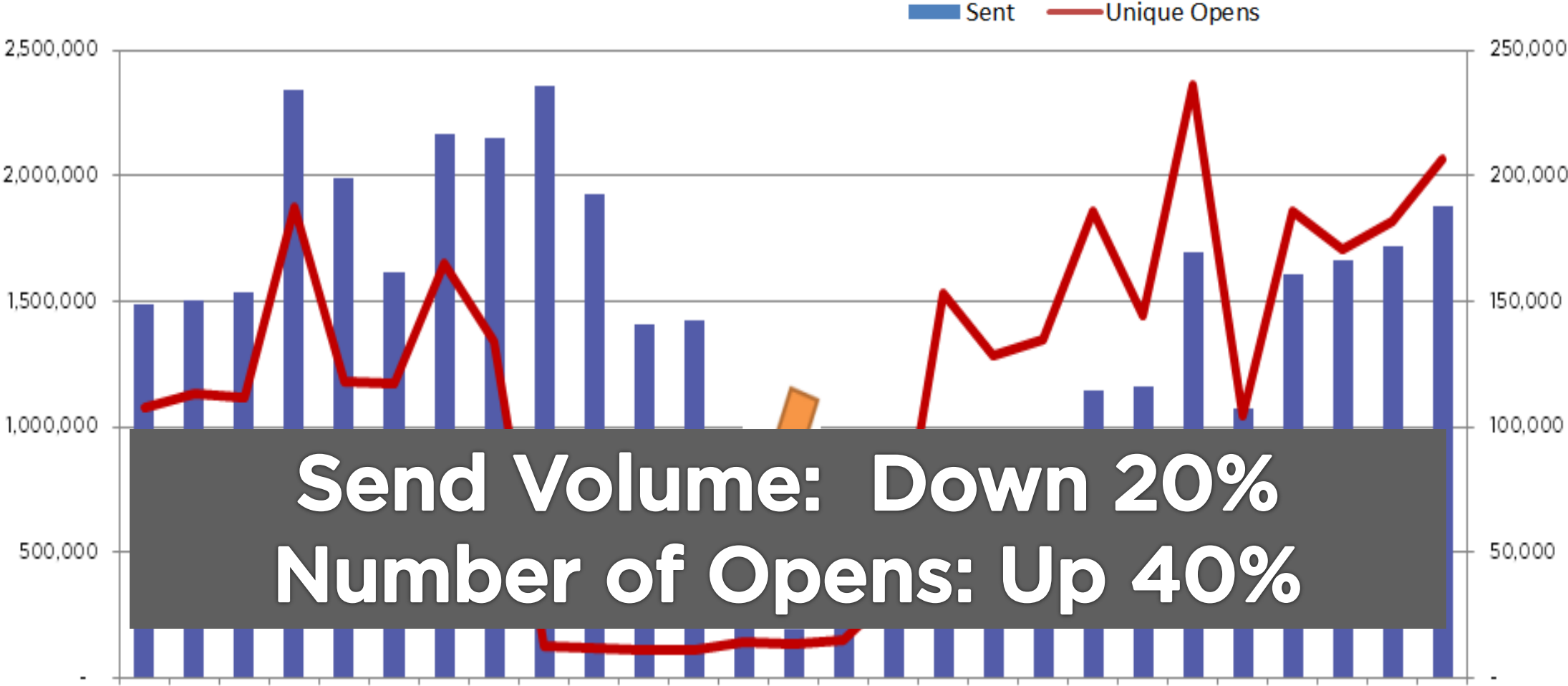
Results

98% Inbox placement rates

40% Lift in volume YOY



Our Strategies WORK!



Re-activation: Data driven re-engagement strategy drives 9x engagement lift



Challenge A large multi-channel retailer with a significant inactive population wanted to improve reactivation efforts to drive incremental engagement and revenue.

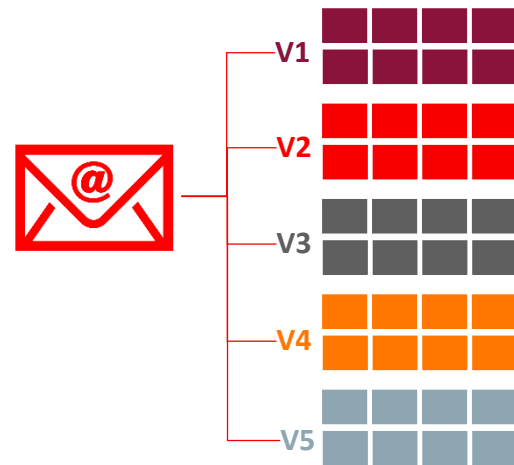
Solution Engagement Analysis + Complex Re-activation Redesign + Deliverability Strategy + Strategic Testing

Results

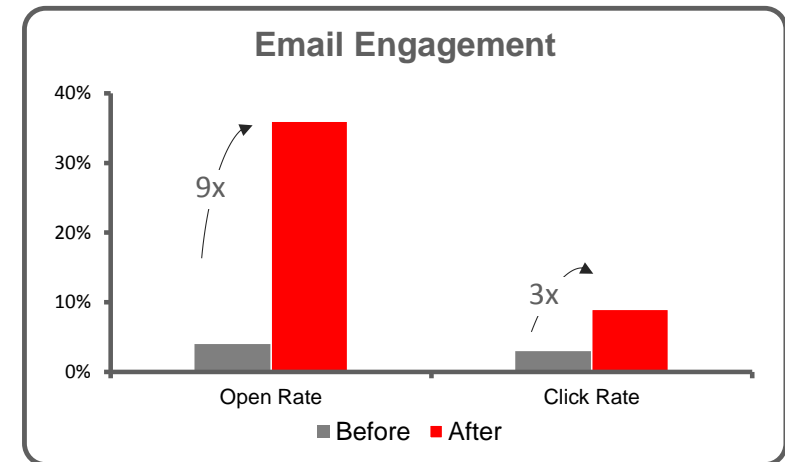
9x Open rate increase

3x Click rate increase

40 New touch points



Program Segmentation & Testing Plan



Spam Trap Risk Mitigation: Engagement strategy avoids millions in revenue loss

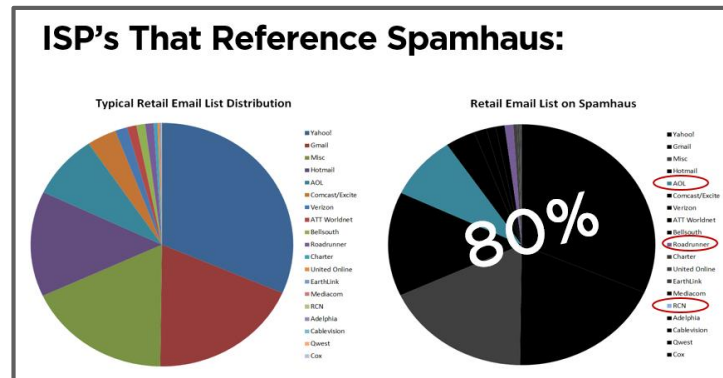
Challenge An online only company incurred a black listing due to using aggressive acquisition strategies and increasing frequency

Solution Net New Risk Assessment + Conducted Re-permission + Implemented Automation

Results

0% Impact from black listing

2X Protection from future listings



Sample Activity Targeting Matrix

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Revenue Contribution
Active Openers and/or Clickers								
0-2 Month				0-2 Month		0-2 Month		62%
3-4 Month				3-4 Month		3-4 Month		19%
5-6 Month				5-6 Month		5-6 Month		7%
				7-9 Month		7-9 Month		3%
				10-12 Month		10-12 Month		2%
						13-24 Month		1%
New Registrants: have yet to open or click (included due to recent registration date)								
Do NOT include 0-4 inactive new registrants.				DO include 0-4 inactive registrants		DO include 0-4 inactive registrants		6%

Sample Re-engagement Risk Assessment

1% of revenue causes majority of the trouble

Risk Level	Recency of Opens or Clicks	Campaigns	Revenue Contribution
1	0-3 months	ALL	68%
2	4-6 months	ALL	13%
3	7-9 months	2 per week	7%
4	10-12 months	1 per week	5%
5	12 + months	1 per month	1%

Risk Level Methodology

Categorization based on legislation

CAN-SPAM

- Minimal Risk 100% transactional content
- Low Risk 67% transactional content
- Medium Risk 33% transactional content
- High Risk 0% transactional content

CASL

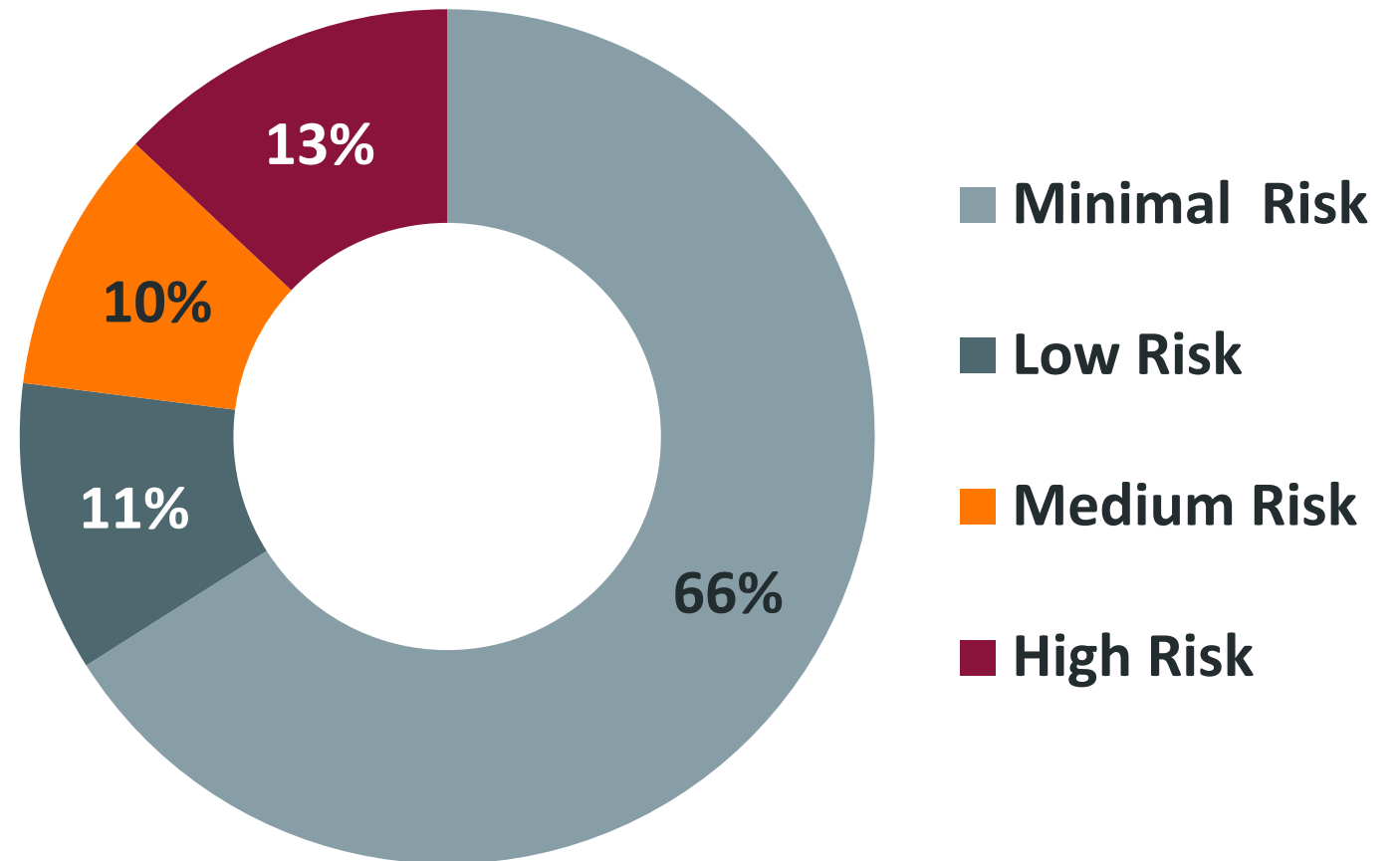
- Minimal Risk 100% transactional content
- High Risk 67% - 0% transactional content

Oracle/Responsys does not give legal advice on email legislation or laws. To mitigate risk to your business, please consult with your legal counsel on the law and your corporate policy.

CAN-SPAM Risk Scoring Sample

117 messages assessed and scored

Risk	Total
Minimal	77
Low	13
Medium	12
High	15
TOTAL	117

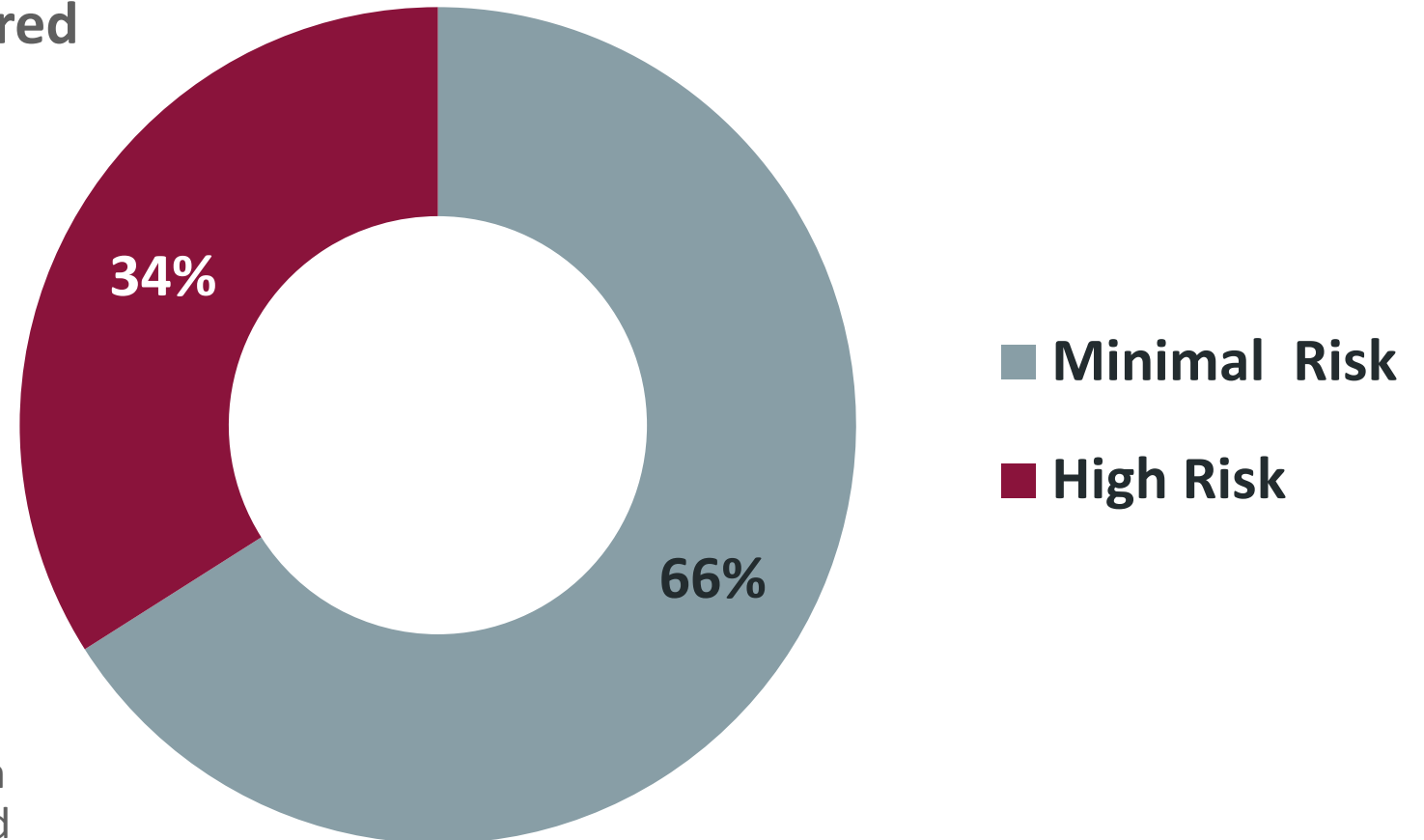


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CASL Risk Scoring Sample

117 messages assessed and scored

Risk	Total
Minimal	77
High	40
TOTAL	117



* CASL requires an unsubscribe function on transactional email. All messages displayed here could be considered High Risk if an unsubscribe function is not added.

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Challenges

1. Receivers are more sophisticated and listening to recipients/members.
 - Innovation and changes requires knowledge and strategic business rules to achieve program goals. Assessing risk based on current environment is critical.
2. Senders are smarter and are winning deliverability battles by implementing strategies like engagement modeling, reactivation automations, spam trap risk mitigation exercises
3. Triggers and personalization are mitigating many traditional deliverability issues, is it solved and is only a matter of convincing clients to do the right thing?
4. Is there a “shelf-life” to this skill of deliverability?

Opportunities

1. Gaining consensus as an industry (survey membership, circulate results, continue the conversation to innovate)
2. Is CASL becoming the new North American standard?
3. Should deliverability be more strategic more often? proactive vs. reactive with strategies like advanced engagement modeling etc.
4. Cross channel scaling (advocate for recipients, and measure new types of recipient feedback via mobile, social, etc.) Applying deliverability principles in non-traditional ways
5. Using deliverability to enable business rather than a point of friction

Closing Thoughts

- How do we take deliverability to the next level?
- Make it more sophisticated, not more complicated
- Leverage modern marketing movement to carve out a larger role for deliverability
- Do you agree that Deliverability is “mainstream” – let’s use this increased visibility to show the industry what deliverability can do

Thank you for your time.

Let's talk. Does anyone have questions?