The Power of Deliverability Strategic Services

Leveraging deliverability to maximize the ROI from email

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Session Agenda

1 Objectives of Deliverability Strategy

2 Business Considerations

3 Deliverability Service Packages

4 Deliverability ROI

5 Case Studies

Daniel Deneweth
Senior Director, Strategic Services - Deliverability

Clients

Allstate
Coach
Hawaiian Airlines
Intuit
JC Penney
JetBlue
Nordstrom
Sears
State Farm
Verizon Wireless

Biographical Sketch

- Daniel is a email deliverability veteran with extensive experience working with ISPs and email marketing teams.

- Prior to Oracle, Daniel held a variety of roles at the deliverability firm Return Path. His tenure included managing the Sender Score Certification program, where he collaborated with ISPs and helped senders implement email best practices.

- Daniel brings this insight and in-depth deliverability knowledge to help clients maximize their inbox placement rates, and accelerate the ROI of their email channel. Follow Daniel on Twitter at @danielrpco where he focuses on email marketing and deliverability.

Education & Credentials

- MBA in Marketing, University of Colorado
- BA in English, Michigan State University

Role at Oracle

- Daniel leads a team of Email Deliverability Strategic Consultants at Oracle. He shows clients how to maximize the ROI from email through improved inbox placement.

Email marketers are under pressure

Play by the rules

Risk

Send more, make more

Reward

Email marketers balance the forces of best practices and maximizing reach. The reality is not black or white. Good strategies balance risk *with* reward…

Deliverability Strategy - Primary Objectives

1 Drive better marketing results through improved inbox placement.
Develop strategic recommendations, customer insight, and marketing initiatives that improve our clients' email deliverability performance. Deliver client satisfaction.

2 Increase the amount of email that our clients can place in the inbox.
Our mission is to help our clients send more email safely and sustainably to the inbox without getting blocked or filtered. With the benefit of our in depth understanding of deliverability, our clients are able to send more email.

3 Provide a premium level of service to clients who want help.
Our expert team of deliverability consultants works with paying clients who seek expert guidance. We learn a clients' business and customize solutions to improve the performance of their email programs.
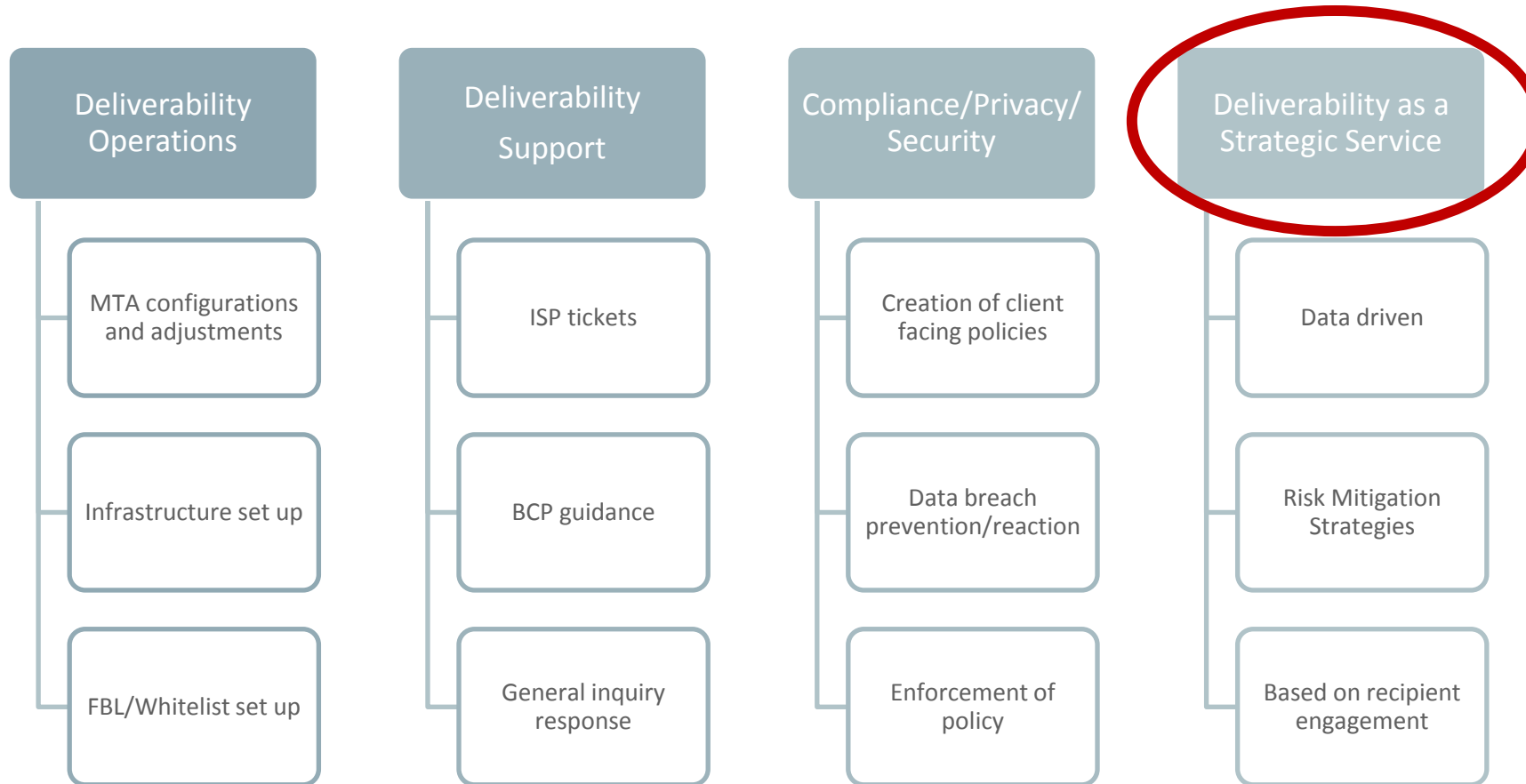
Deliverability Strategy-Organizational Balance

Additional benefits to your organization comes from having a Deliverability Strategy team

- **Voice of Customer.** Represent the business needs of your clients to your organization. Balance the customer's POV with your company's business needs.

- **Collaboration within Your Organization.** Work with Compliance, Operations, Support, Customer Success and others to represent the needs of the customer. Reduce confusion within your organization.

- **Sales leverage.** Leveraging deliverability expertise in a consultative sales approach will give your organization a competitive edge.

Areas of Specialization

Depending on company size, one or more people would cover all these areas

Deliverability Operations	Deliverability Support	Compliance/Privacy/ Security	Deliverability as a Strategic Service
MTA configurations and adjustments	ISP tickets	Creation of client facing policies	Data driven
Infrastructure set up	BCP guidance	Data breach prevention/reaction	Risk Mitigation Strategies
FBL/Whitelist set up	General inquiry response	Enforcement of policy	Based on recipient engagement

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Professional Services – Considerations

- ## Service Offerings. Chose your direction/approach. What are you going to offer?

- ## Pricing Models. Fixed Price vs. Time & Materials. One off projects vs. retainers.

- ## Logistics for Billable Services. Your company will need to have internal systems to support a billable services model. This includes timecard tracking, billing, and invoicing systems that work for services.

Deliverability Strategies that make money?

Imagine that.

Deliverability Service Packages - Examples

- **New Client Onboarding.** Consulting engagement to help new clients warmup their IPs and domains, and ramp up to full volume quickly and with good delivery.

- **Delivery Monitoring.** Ongoing, regular reviews of a client's specific deliverability metrics. Basic level reporting and analysis to monitor for deliverability health, and delivery problems.

- **Strategic Resolution.** Expert review of deliverability metrics, and strategic guidance for problem resolution, considering both short term and long term strategies to maximize deliverability performance.

- **Advanced Deliverability Management.** Proactive approach to managing deliverability health to ensure optimal email performance long term, using a combination of strategy and analytics.

Deliverability Return on Investment - Sample

Improved Delivery Rates						With a Deliverability Services Engagement		
Program	Sending Volume Per Month	Current Inbox Placement rate	Messages currently reaching Inbox per month	Messages not reaching Inbox per month	Ave RPE	Increase in messages reaching Inbox per month (est)*	Net Revenue Increase per month (est)	Net Revenue Increase per year (est)
Promotional Campaigns	13,975,000	83%	11,599,250	2,375,750	$0.06	600,925	$ 36,056	$ 432,666
Transactional Messaging	6,966,000	85%	5,921,100	1,044,900	$0.02	160,218	$ 3,204	$ 38,452
Total	20,941,000	84%	17,520,350	3,420,650	$ -	761,143	$ 39,260	$ 471,118

* new inbox rate est. = 97%

By implementing strategic recommendations from your Deliverability Consultant, you can increase the amount of email delivered to the inbox. This increase in delivered email will result in an estimated increase in revenue of more than $39,000 per month.

Deliverability KPIs

| KPIs - Key Performance Indicators	Calculation	What Does it Mean?	Goal	Your Program?
Hard Bounce Rate	Hard Bounces / Sent	Portion of list invalid addresses	3% or less	?
Soft Bounce Rate	Soft Bounces / Sent	Potential ISP blocking	5% or less	?
Spam Complaint Rate	Complaints/ Delivered	People are hitting the spam button	.2% or less	?
Unique Open Rate	Unique Opens / Delivered	Subscribers are seeing your email	Consistent between ISPs	?
Inbox Placement Rate	% of Seeds in the inbox	Indicator of delivery rates	98% or better	?
Spam Trap Hits	Multiple trap networks are reviewed	Spam traps cause black listings/blocks	zero critical traps Low recycled traps	?

Case Study: Decreasing Volume Can Drive More Revenue

Deliverability Strategy
Responsys

Challenge: Email revenue was declining due to drop in response rates

- Deliverability issues due to high spam traps and complaints and low email engagement
- Rising email costs due to growing list and increased frequency

Solution:

- Identify high-risk segments based on engagement bands
- Determine what types of content drove results
- Reduce cadence to high-risk segments
- Increase frequency to high-value customers with personalized content

Chart y-axis: 30%, 20%, 10%, 0%, -10%, -20%, -30%, -40%

Legend: ■ Revenue ■ Volume
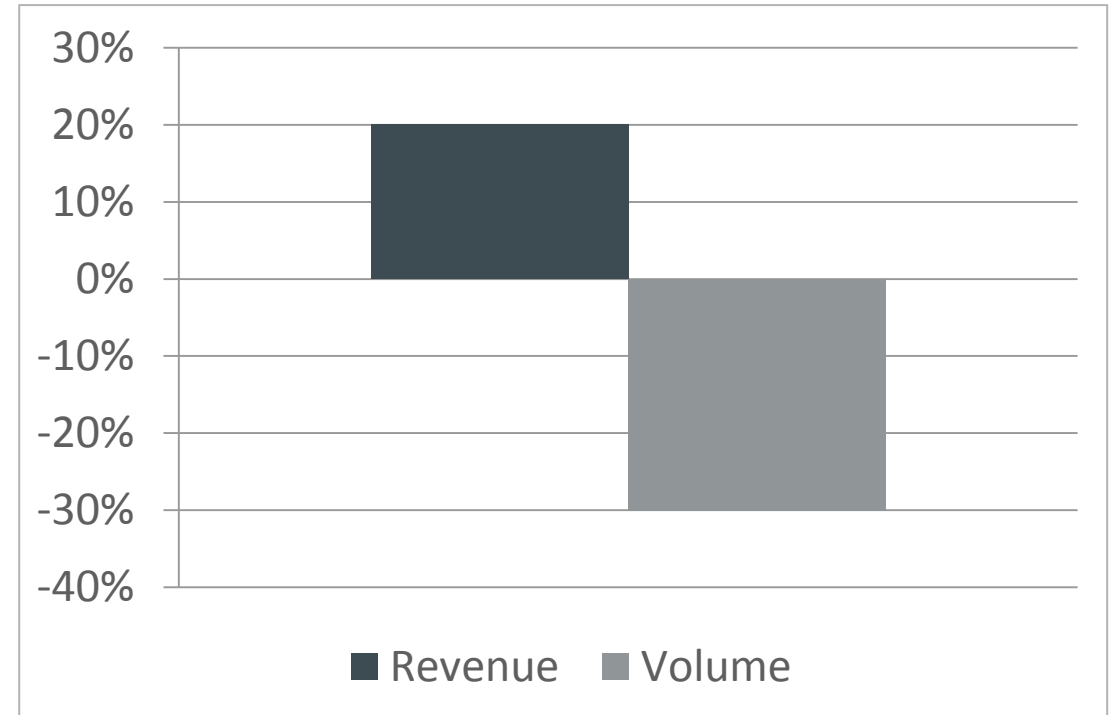
→ Technique   → Impact

30% Reduction in send volume

20% Increase in revenue

- Selectively targeting inactive subscribers and reducing overall send volume turned deliverability into a competitive advantage

Case Study: Driving ROI Through Deliverability

Deliverability Strategy

Responsys

→ **Challenge**: Retailer saw revenue from email nose dive due to ISP filtering. Large percentage of email was landing in the spam folder.

→ **Solution**

- **Better segmentation:** suppressed unengaged segments

- **Short-term vigilance:** implemented tight restrictions designed to reset ISP filters and get back to the inbox

- **Strategic approach to expansion:** careful, targeted expansion of audience over time, maintaining high inbox rates

- **Results analysis & optimization**: weekly monitoring of deliverability metrics

Send Volume to Revenue

■ Send Volume ── Revenue
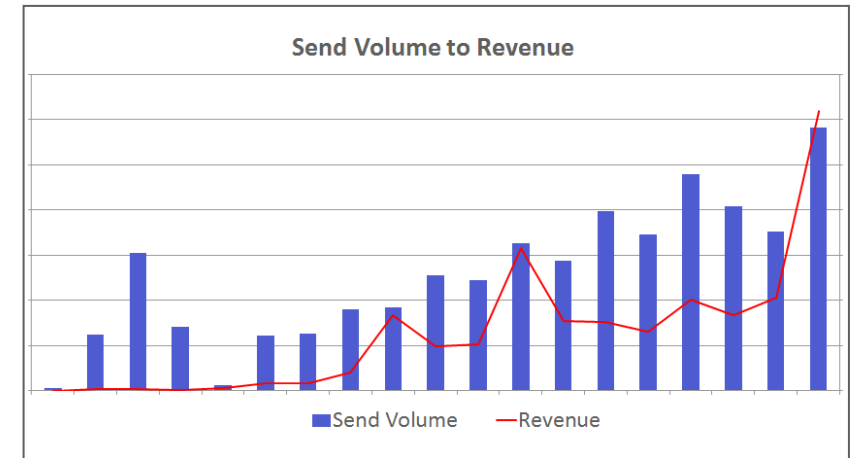
→ Results

97% Inbox placement rates

40% Increase in Conversions

- Sustainable strategy implemented to maximize the amount of email that can be placed in the inbox

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

ISP's That Reference Spamhaus:

Typical Retail Email List Distribution

Retail Email List on Spamhaus

80%
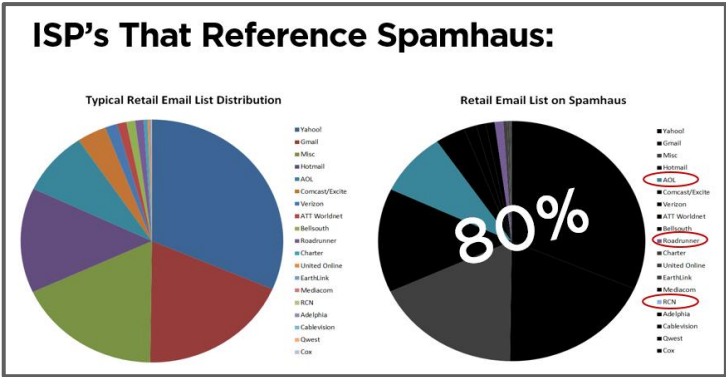
Sample Activity Targeting Matrix

	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 inlcude 0-4 inactive new registrants.			DO include 0-4 inactive registrants		DO include 0-4 inactive registrants		6%

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

Deliverability Strategy

Responsys

|	
Challenge	A large multi-channel retailer with a significant inactive population wanted to improve re-activation 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

V1
V2
V3
V4
V5
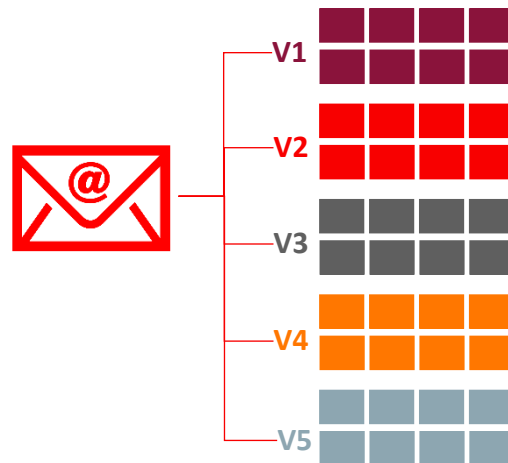
Program Segmentation & Testing Plan

Email Engagement

9x

3x

Before   After

Open Rate   Click Rate

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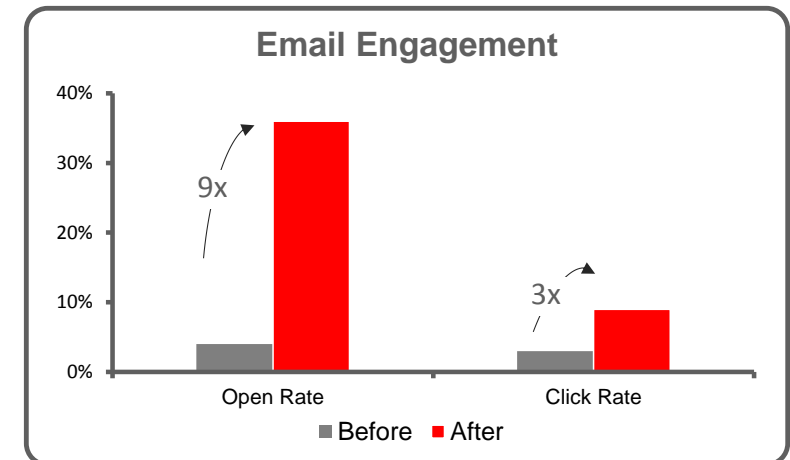
Temperature Scoring: Using engagement status to increase frequency & revenue

	Challenge	Client had constructed a relief plan from deliverability issues that was somewhat effective. However, optimization was needed due to periodic issues with top ISPs.

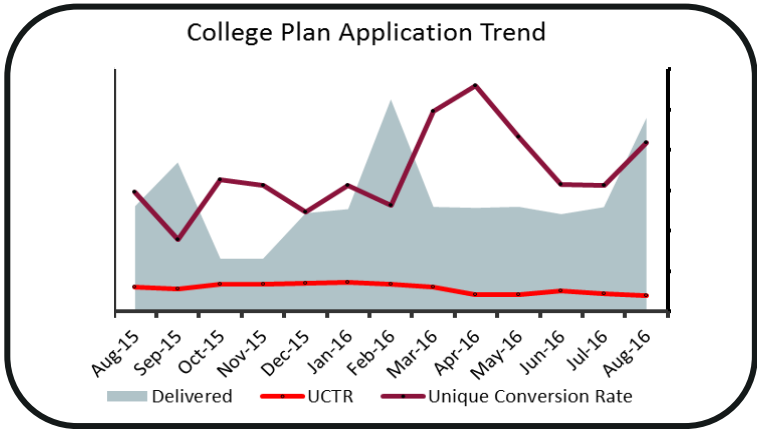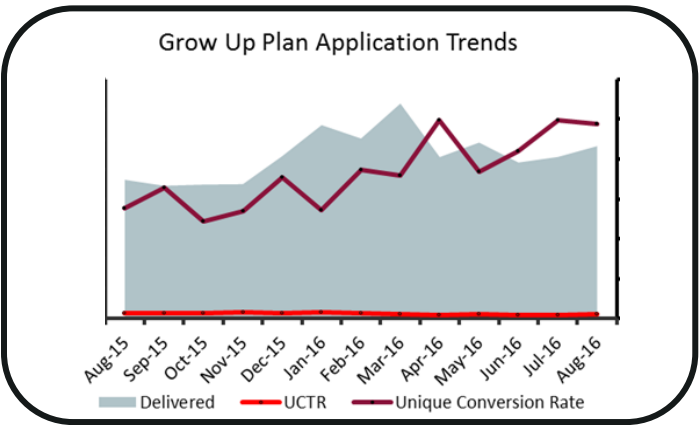|	Solution	Temp Score	+	New Reg Non-responder rule	+	Email Frequency Rules & Testing

Results

98% Inbox placement rates

50% Lift in conversions

Grow Up Plan Application Trends

Delivered — UCTR — Unique Conversion Rate

College Plan Application Trend

Delivered — UCTR — Unique Conversion Rate