

# Deliverability: it's still a thing

May 16, 2023 1:30 pm EST



# Agenda

**1:30-1:40 pm**

## **Performance metrics variance due to Apple MPP:**

Does emailing Apple Auto Openers impact email deliverability or not?

**1:40-1:50 pm**

## **Gmail Email Markup & Yahoo schema:**

Is it worth it?

**1:50-2:10 pm**

## **Beyond Spamhaus informational listings:**

Latest updates and managing domain reputation

**2:10-2:30 pm**

## **Bounce processing:**

We all do it differently what can we learn from each other?

# Moderator & Panelists



**Pam Lord**

GVP, CX Marketing Consulting

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**Andrew Barrett**

Head of Policy & Engagement



**Gene Gusman**

Sr. Director Deliverability  
ESPC Board Chair



**Tara Natanson**

Manager, ISP Relations



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Strategy & Consulting

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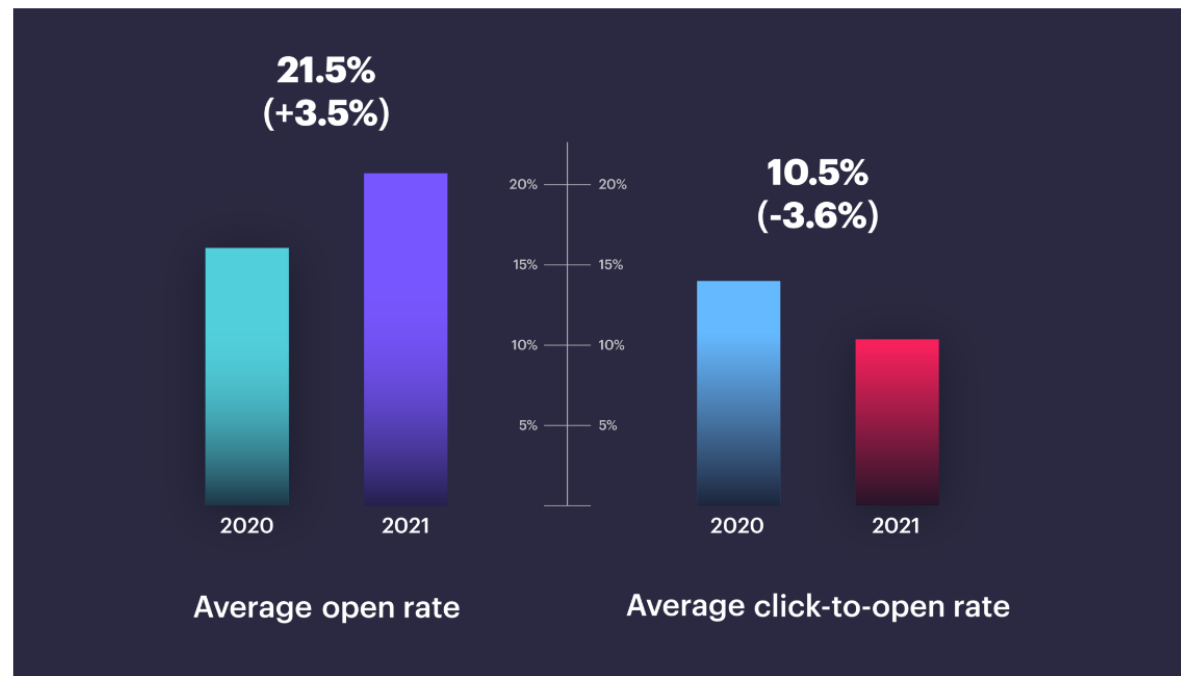
# Performance metrics variance due to Apple MPP:

Does emailing Apple Auto Openers impact email deliverability?

# Impacts of Apple Mail Privacy Protection (MPP)

MPP effectively disables open rate tracking by pre-fetching (or downloading) an email and its images (including each email's tracking pixels).

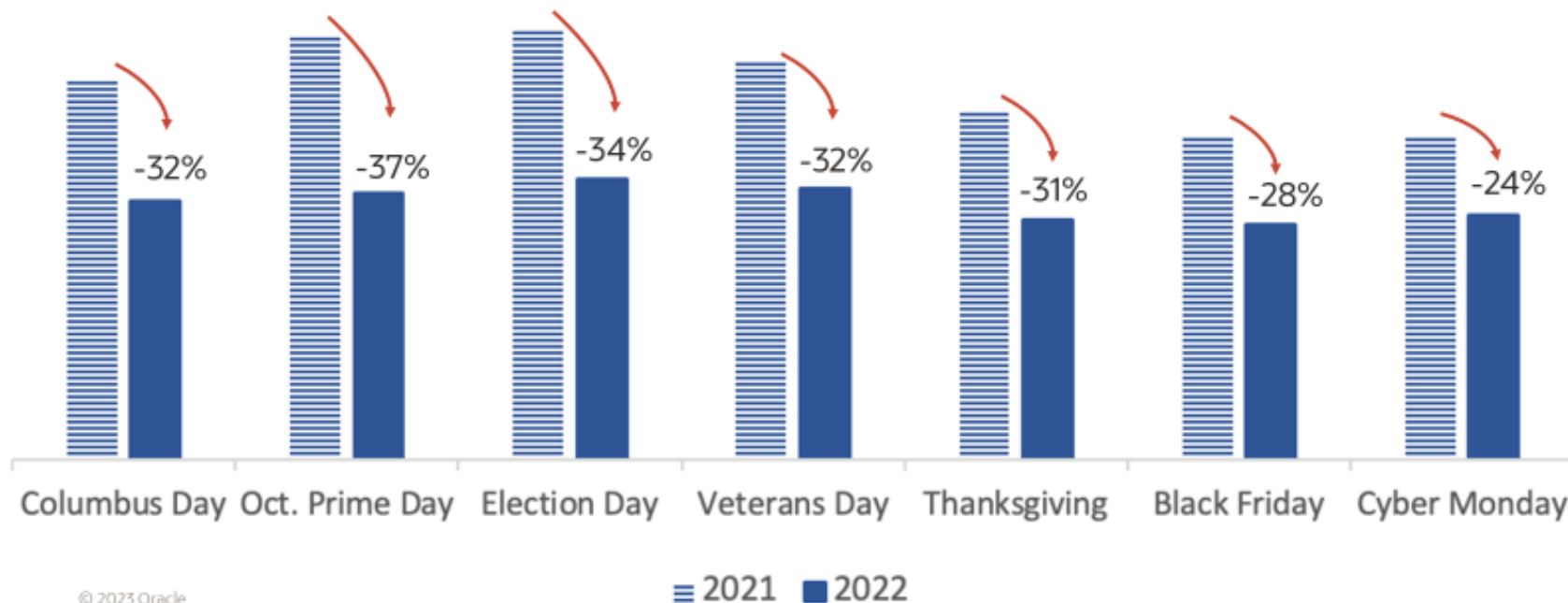
**By doing this, MPP is marking an email as opened, artificially inflating open rates for each user that has opted into the new feature.**



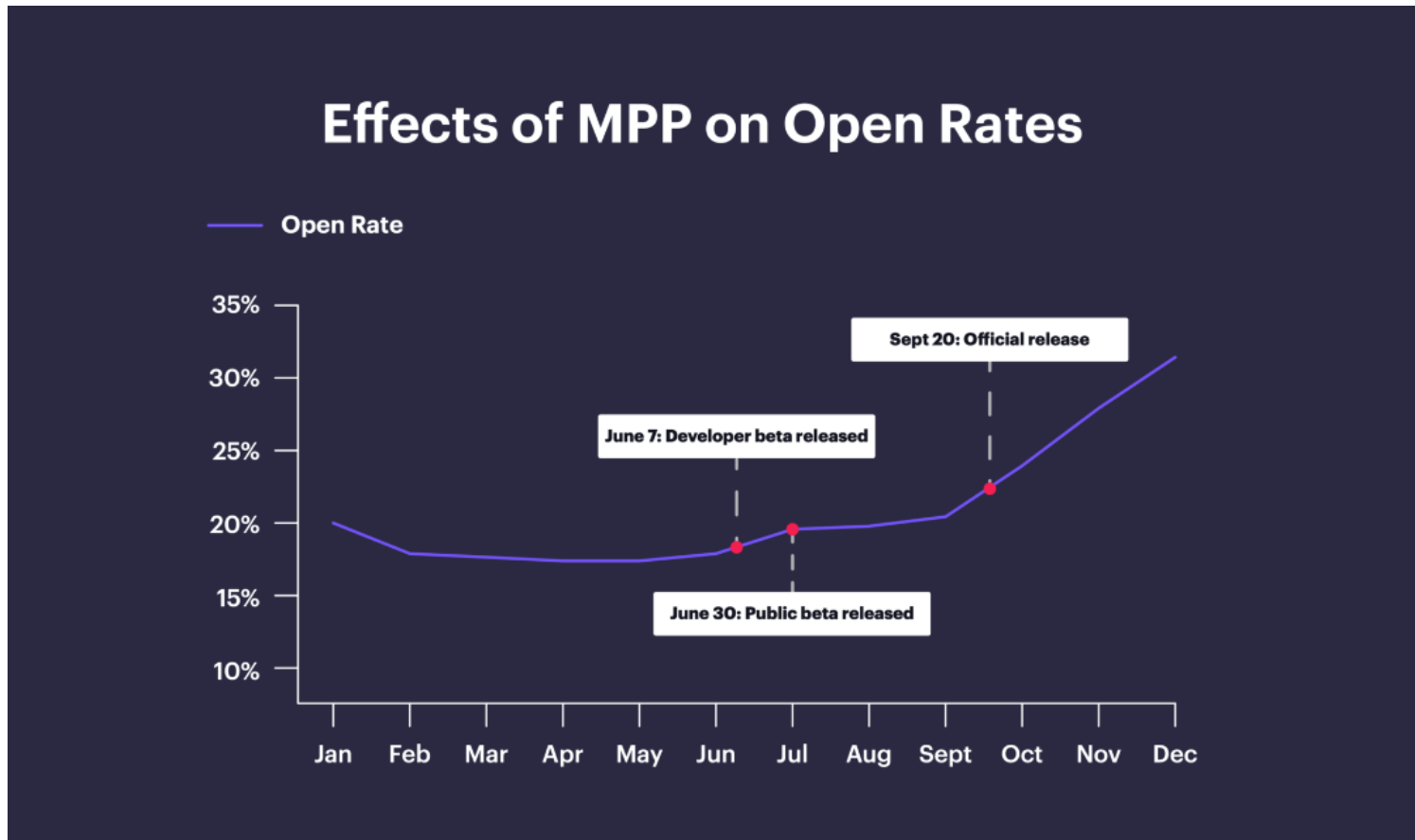
Source: Ultimate Email Marketing Benchmarks for 2022: By Industry and Day. <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

# Apple MPP impact to UOR

Since Oracle filters out auto opens, MPP's impact on **YoY open rates** this year was very evident.



# Timeline of impact of MPP



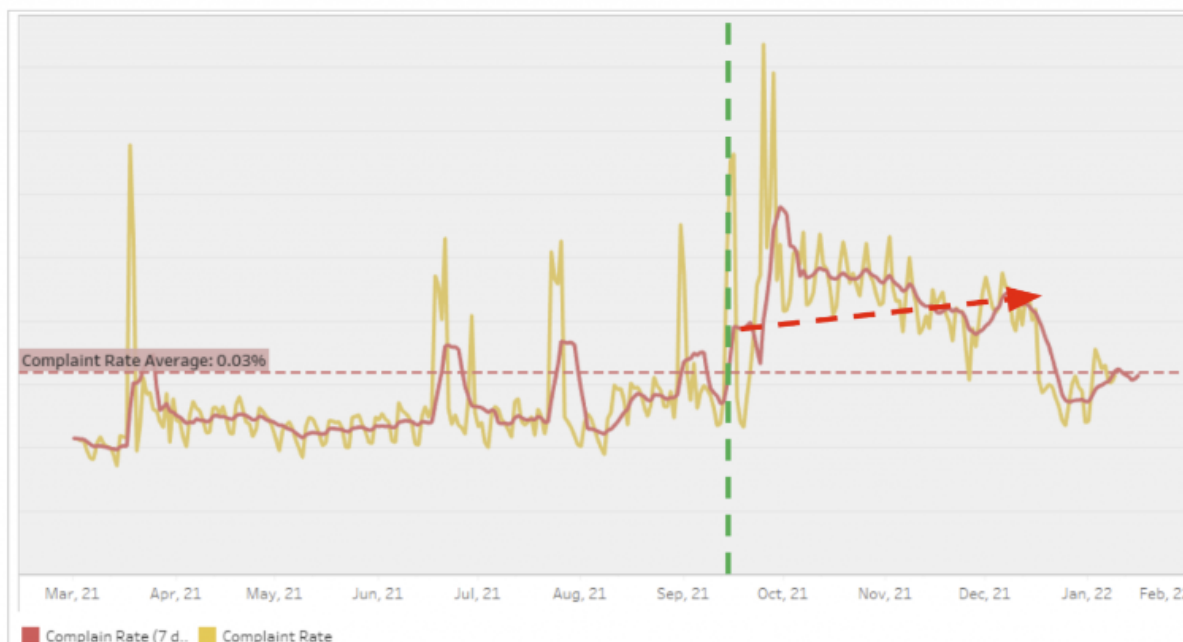
Source: Ultimate Email Marketing Benchmarks for 2022: By Industry and Day.  
<https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

# Complaint Rate spikes due to MPP

Apple MPP rolled out Sept. 20 2021 (green vertical line)

Complaint rate 7 day average (red line) and complaint rate vs. the complaint rate average: 0.03% (flat dotted line)

**How is deliverability when brands email Apple Auto Openers regardless of legitimate engagement?**



Source: Guy Hanson, Validity, The Drip, May 2022. <https://www.salesforceben.com/the-drip/has-apple-mail-privacy-protection-killed-email-marketing/>



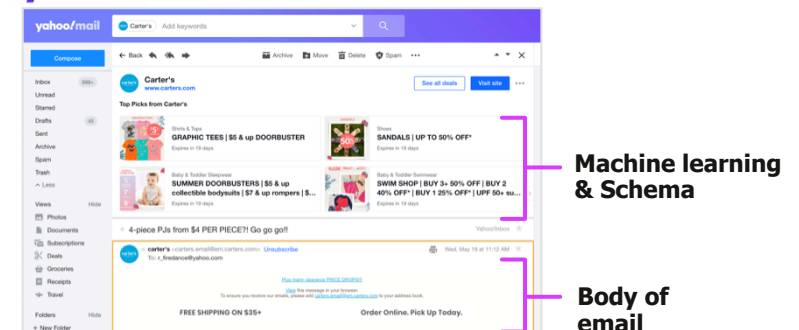
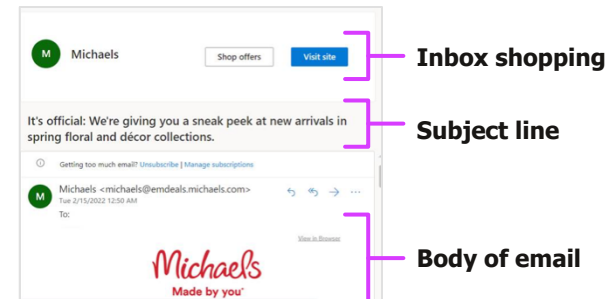
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# Gmail Email Markup & Yahoo schema

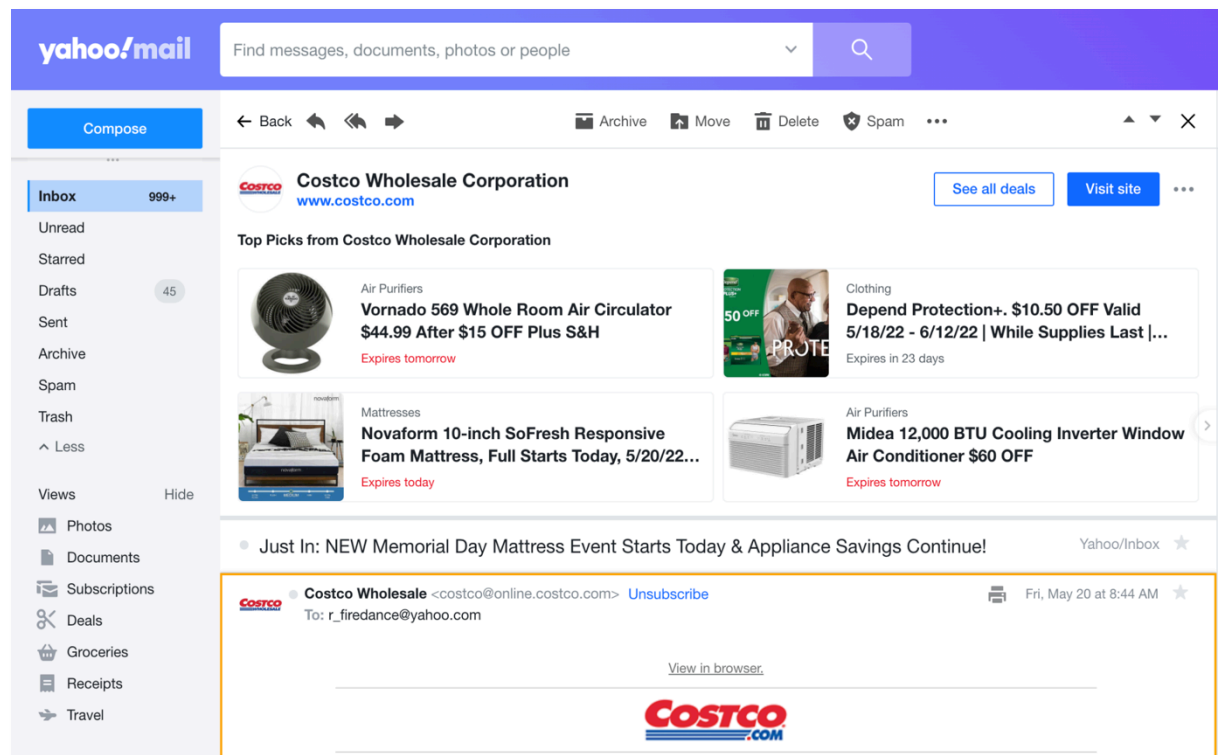
What is schema and is it worth it?

# ISP changes & commercial email

- ISP's carry the burden of the cost of hosting free webmail email accounts (\$\$\$)
- Email users think about their email account as if it is their personal database and do not clean it out
- ISP's are embracing the shopping to share expense with senders/brands
- ISP's are using machine learning to help consumers identify the most important emails or save the consumer time by pulling out promotions, discounts and product images from emails and placing them above the email in a new visual presentation
- This is not just a one off with one ISP "beta testing" this is a trend across several of the large ISP's (Gmail, Yahoo and Microsoft)...what does this mean for senders



# Yahoo compiles deals and product images from multiple emails from that brand

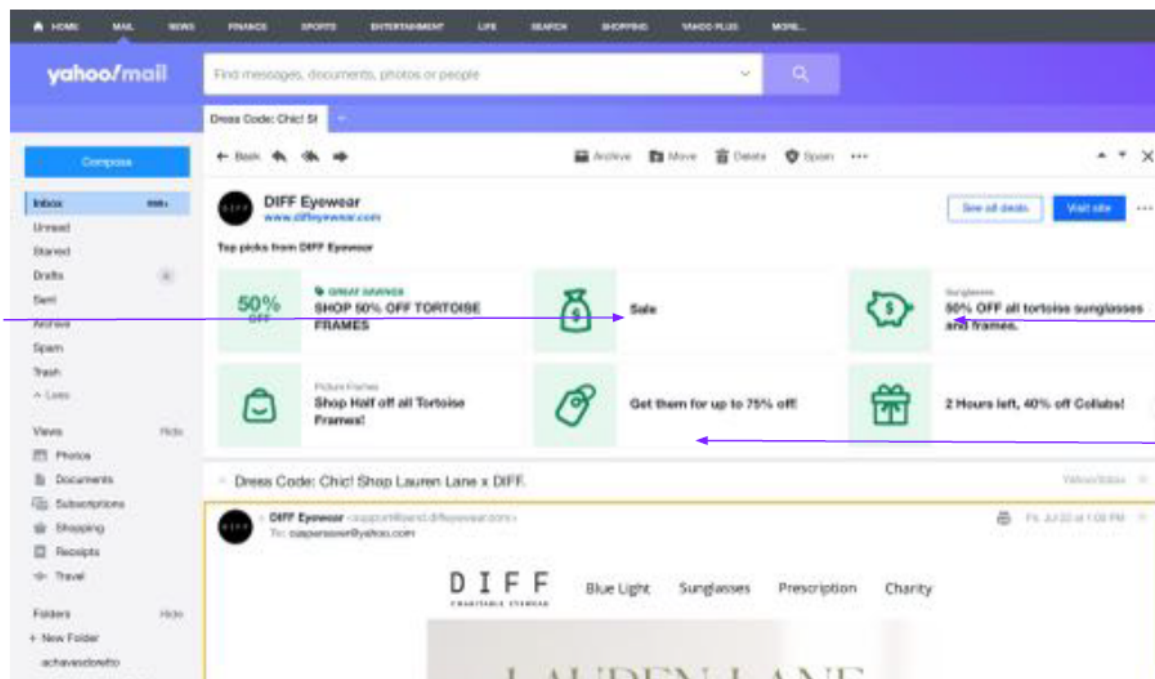


# Yahoo sometimes uses default images when unable to pull assets from the email

Poor Description

Missing Image

Missing Expiration

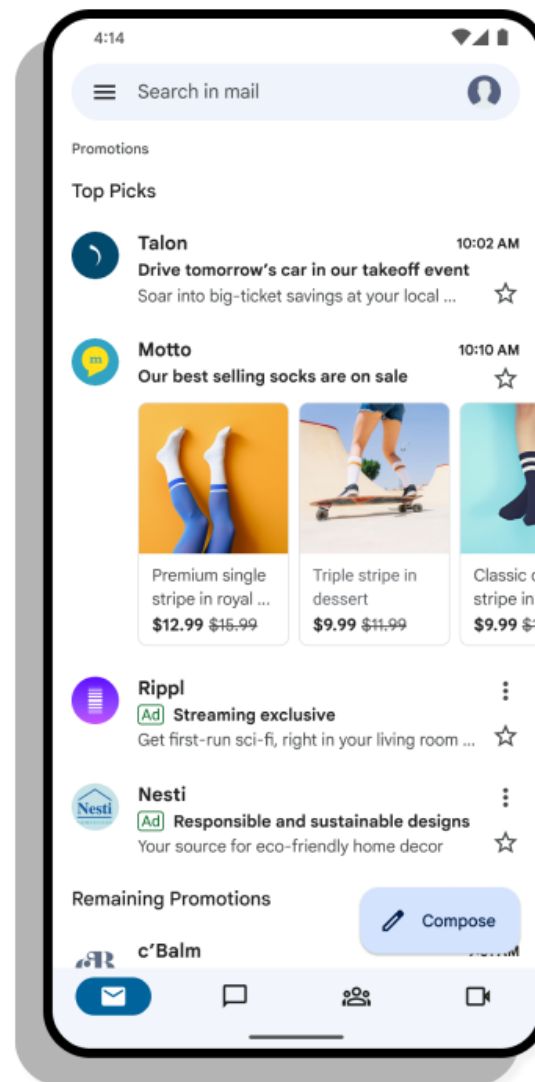


# Gmail: Email Markup

Gmail currently offers pretty detailed code templates and business use case suggestions called Email Markup

## Email Markup types:

- Actions
- Orders
- Reservations
- Supported formats



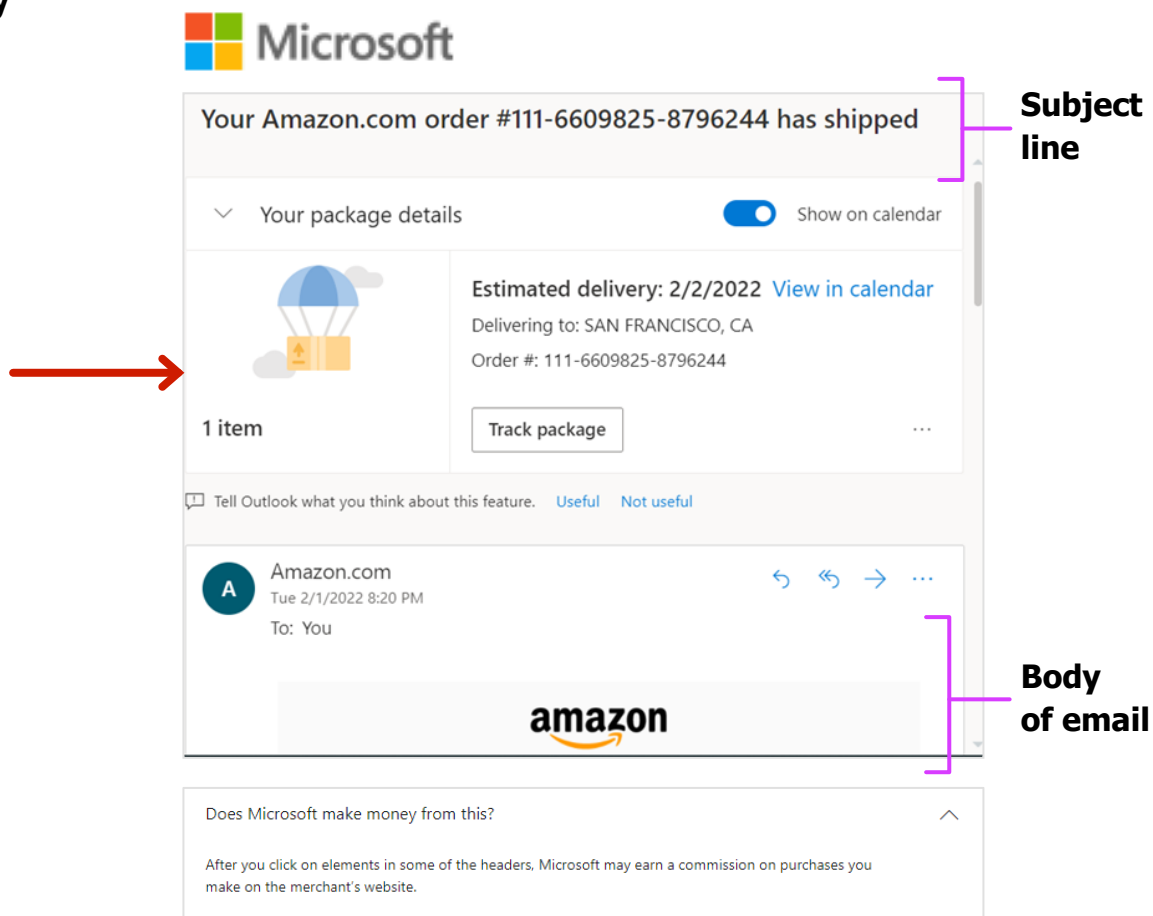
# Microsoft: Inbox Shopping

## Sample use case: package delivery

Microsoft has pulled the package delivery information from the email and placed it above the email.

Please note: this time the placement of the information is between the subject line and the email itself.

**A different approach:** users can turn it off and they are transparent about this being a revenue stream for Microsoft



# **Senders/marketers are looking to scale and prioritize**

**Which standard will work across Gmail,  
Yahoo and Microsoft?**

Will using schema.org really deliver the results  
needed for optimized emails in all 3 ISP's?

This sounds good in theory but how does it actually  
play out and what does it look like?

Email developers and brands need to scale this  
across all 3 ISP's ideally using the same code.



## **Senders questions:**

What messages are already being  
scanned and how do they look?

What is the best use case to  
curate and test?

How do senders know if they're being  
double billed? Email first and then  
revenue share Bizrate?

How do senders' better control  
what is being displayed  
up above schema?

Are we missing out on  
email attribution, or can  
attribution be shared?

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# Beyond Spamhaus informational listings

...latest updates and managing domain reputation



# Who is Spamhaus?

If Spamhaus looks and seems different, that's because ... it is!

The choice of a member of the Senders' community to Head of Policy was deliberate.

We recognize Senders are historically underserved, and we intend to make our data richer & more easily consumable for the Sending community.

Informational listings and Reputation Portal are our earliest efforts in that direction.



# Spamhaus info vs. zone listing

Informational listings should be **treated as signal**. They are important, but in most cases not urgent.

Informational listings do not impact mail flows. Zone listings do.

We predict that even the most careful platforms will always have some informational listings.

Removal requests are not necessary for informational listings.

The trend or velocity of your informational listings are good indicators of potential future trouble.



# Access to informational listings

We plan to broaden access to the Reputational Portal to domain owners.

If you can control your DNS, in the future you should have access to your own listings.

The vast majority of both informational and zone listings are automated.

Trust pays: folks with a history of prompt action on zone listings may find removals easier.



# Beta of Domain Threat Intelligence

Tara will describe what she's testing with domains and how it's helping them.



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# Bounce processing

We all do this differently, what can we learn from each other?

# Bounces – Why do we care?

To RE or Not to RE-try. That is the question.



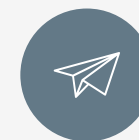
**Risks of ignoring  
versus revenue loss  
of over-removing**



**What is so hard?**

We have industry  
standards – rfc5321

But ... not everything  
is standard



**What's a sender to do?**

Success !!!  
That was easy.

Failure ... how do we know if,  
when, or how much to retry?

# Bounce Categories

To Re or Not to Re-try. That is still the question.



## High Level Categories

Invalid Address (Envelope Level)

Other Errors (Queue Level)



## What do we mean by:

"temporary", "permanent,"  
"soft," or "hard" bounces?



## A few ways to look at retries

MTA level

Application Level



## Decision to Deactivate

Final disposition for the campaign

Counters and multiple campaign logic

# Learning & Working Together

- 1 What about “**crowd sourced bounce handling updates?**”
- 2 Should we be **collaborating** more?
- 3 Everything is always **changing**. How do we deal with change and update as we go?  
**Let's talk ...**
- 4 **Spamhaus perspective:** it's either a queue (reputation) or envelope (address accuracy) level event. What about spam traps?
- 5 Individually or together, Senders need **tools to monitor** and manage bounces, updated with the latest response codes and strings.



# Thank you for listening

Questions?

