



A guide to
Email Deliverability

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.CLOUD

Are your emails landing in your customer's inbox?

What you need to know about email deliverability in Marketing Cloud

As a marketer, you already know that email marketing is one of the leading communications channels for brands to stay in touch with their customers.

What most marketers are surprised to hear is that email marketing offers a greater return on investment (ROI) than you might think. In fact, did you know that for every dollar spent on email marketing, organizations receive an average return of \$42?¹

That's an average ROI of 4200%!

Marketing pros know that these kinds of returns are a result of dedicated time and effort. Best practices are constantly evolving and brands must frequently fine tune their strategy in order to stay relevant with customers.

But email marketing is more than just sales — customers also need to receive important updates from you, such as password resets, receipts, and shipping confirmation. Your efforts are only successful if your emails actually land in the customer's inbox and are not marked as spam and blocked by the email provider.

So how do you begin to maintain your email marketing?

Here's a guide to help you get started!

¹ <https://www.salesforce.com/ca/blog/2020/09/know-your-metric--email-marketing-open-rates.html>



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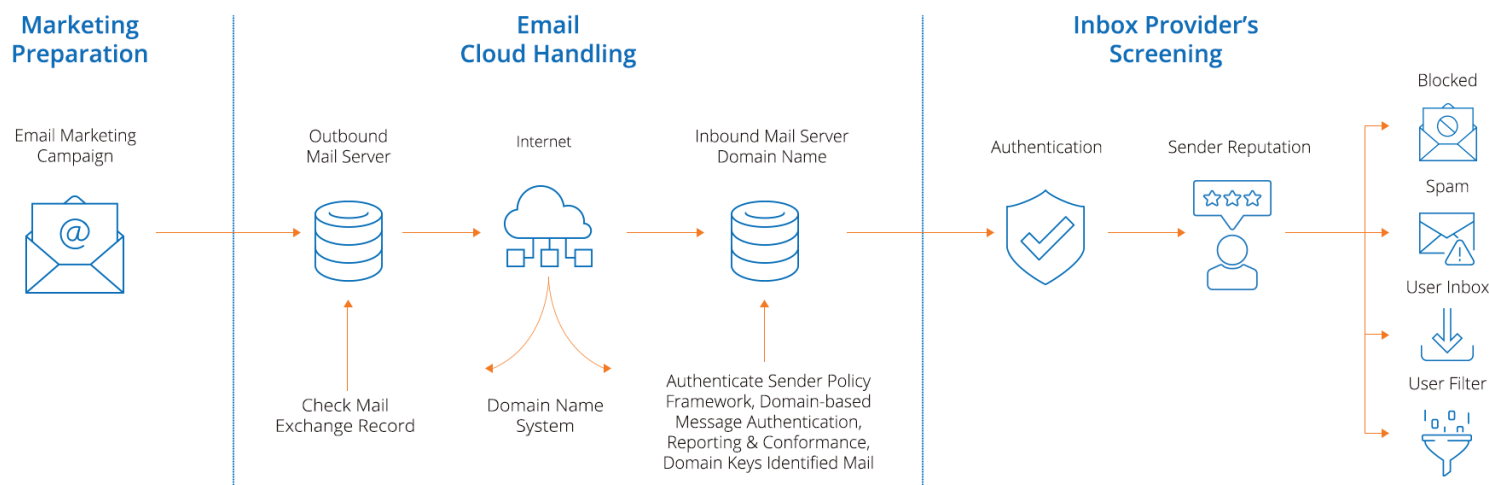
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Know Your Metric: Email Delivery vs. Deliverability

Let's start with explaining the difference.

- "Email delivery" is when your email successfully reaches the receiving server
- "Email deliverability" is when your email actually lands in the recipient's **inbox**
- You can have good email **delivery** but poor **deliverability** if your email lands in the recipient's **spam folder** instead.
- Email deliverability involves creating a structure and authentication technique, providing a positive user experience to build a great sender reputation, and constantly adapting to meet evolving regulations



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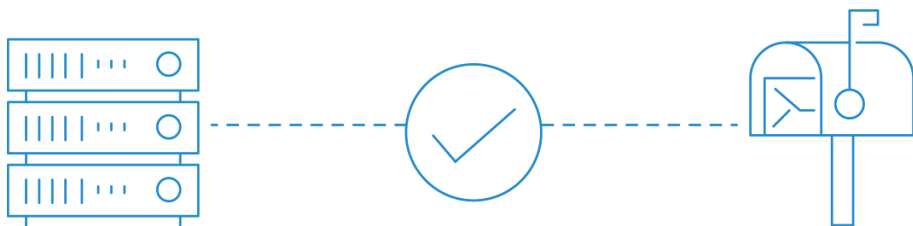
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Why Does Email Deliverability Matter?

- Email is a driver for tangible returns for many companies (think back to the 4200% ROI from earlier)
- The more customers interact with your brand (i.e. opens and clicks on the email leading to conversions), the better your ROI will be
- Email is the leading channel for communication and engagement with customers
- Remember, these are not just marketing/sales emails — they're also important notifications that allow the customer to interact with and rely on your brand, e.g. password resets, purchase confirmation, and shipping updates
- If customers don't receive these emails, they will likely lose trust in your brand



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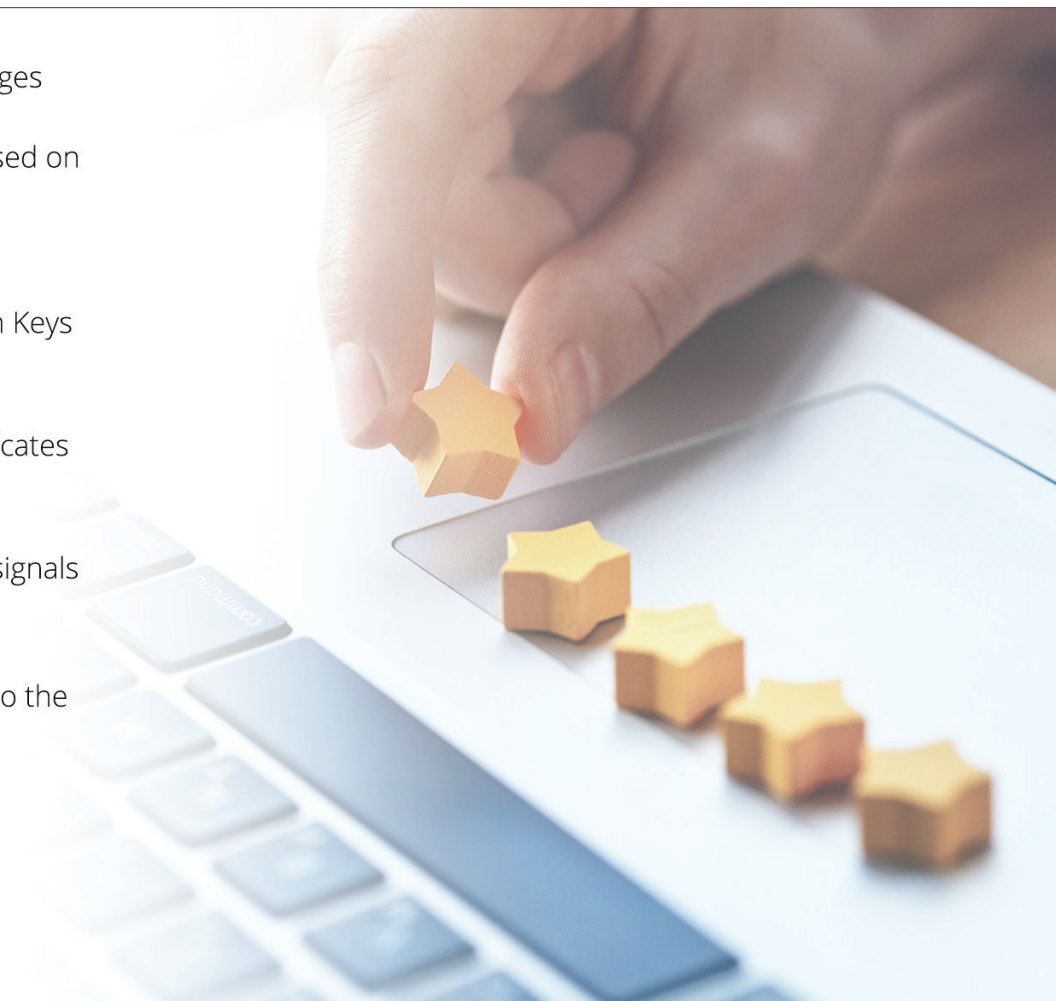
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Understanding Sender Reputation

- Internet Service Providers (ISPs) set criterias to filter out unwanted messages
- Sender reputation measures how successfully you meet these criteria based on your email sending practices
- Is determined by spam complaints, email content, invalid addresses, authentication such as Sender Policy Framework (SPF), Sender ID, Domain Keys Identified Mail (DKIM), third-party blocklistings, and engagement
- Positive engagement (opens, clicks, and actions taken on your emails) indicates to the ISP that recipients are interested in your content
- Negative engagement (unopened emails being deleted or spam reports) signals to the ISP that your email is spammy
- This can harm your email deliverability because your emails may be sent to the spam folder or be blocked by the inbox provider



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What You Need to Know About Spam Filters and Traps

- Spam complaint rates above 0.2% are generally considered high
- Email content, including design, can impact your reputation and deliverability
ISPs and anti-spam organizations use 'spam traps' to catch list buyers, such as email addresses that did not sign up to receive communication from you or haven't engaged with your content recently
- Avoid spam traps by frequently cleaning your email list to remove low-engagement subscribers
- Bounced/undeliverable email addresses are red flags and need to be removed from your mailing list
- To avoid being blacklisted, send emails to subscribers who frequently engage with your content and remove any email addresses that do not engage



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Gaining Permissions via Preference Centers and How They Can Help

- Respect recipients' preferences to avoid being labelled spam or being blocked — this will harm email deliverability
- It's very simple; If they choose to receive a biweekly email from you, don't send them daily emails!
- Make it easy to unsubscribe. If a recipient cannot unsubscribe easily, they may instead mark your content as spam and harm your email deliverability



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Best Practices to Warm Up Your Email Lists

- Set expectations in your welcome email. Remind subscribers why they signed up and what type of communication/content they will be receiving
- Have a From Name/From Address that is branded clearly and easily identifiable by the subscriber
- Send test emails before you launch your campaign to ensure links work and content appears the way you want it to (responsive to different devices)
- Check to see how your content appears in dark mode
- Are your emails accessible to everyone? Check your template and content accordingly
- Frequently clean your mailing list and remove undeliverable/no engagement addresses
- Use A/B testing to understand what type of content your recipients are interested in engaging with and segment lists accordingly so that you can deliver only relevant content to them
- Use clear CTAs. Do you want recipients to buy/read more/contact you?
- Avoid clickbait — make sure your subject line reflects the actual content of your email
- All of the above will help you avoid being labelled as spam later on and will help maintain good email deliverability

Are you a new or existing Salesforce Marketing Cloud? Do you need help setting up new email journeys such as Welcome or Onboarding Email Journeys or automate the process to keep your email list clean? Contact us to start the conversation and find out how we can help get more emails into your subscribers inbox, improve your engagement and revenue.



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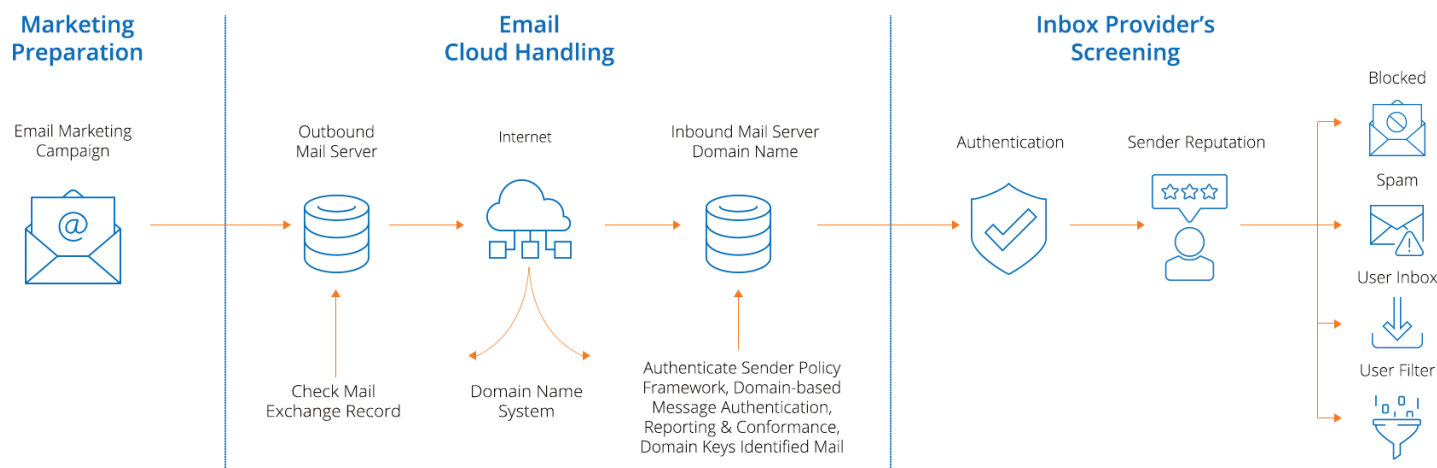
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How to Set Up Your Infrastructure and Authentication

Let's start with a few terms you need to know:

- Email infrastructure is the technical systems that run behind the scenes to help deliver the messages to the user's inbox if set up properly
- Authentication provides a way to verify that an email sent by you/your company is actually coming from you
- An IP address is a unique address used to identify a device on the internet or a local network
- An inbox provider is an organization that provides users with email accounts and accepts and delivers large amounts of email, such as your company inbox, Gmail, and Yahoo



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So how do you authenticate your sends?

Here are a few methods to look into:

Marketing Cloud

- One method to authenticate your email domain if you're using Marketing Cloud is leveraging the Sender Authentication Package
- This protocol specifies which mail servers are authorized to send email from your domain

Sender address/domain

- Set up a dedicated sub-domain as your sender email address [email.domain.com]. Enables you to stay on brand without impacting your main domain, also easy to manage.

DKIM Signature (Domain Keys Identified Mail)

- An email authentication technique that allows the receiver to check that an email was indeed sent and authorized by the owner of that domain
- Ensures that the content of your emails remains trusted and hasn't been tampered with or compromised
- Inbox providers trust this technique the most

DMARC Record Publishing

(Domain-based Message Authentication, Reporting & Conformance)

- Allows you to tell ISPs how you want them to handle emails that were not authenticated using SPF and DKIM
- Critical component of cybersecurity
- Actions include sending that email into quarantine for manual approval before delivering to recipient

Brand Indicators for Message Identification (BIMI)

- Adds your brand's logo next to your emails for increased trust

A Records and rDNS

- A records point your domain to an IP address
- rDNS link an IP to your domain
- Both work to build trust with inbox providers

Domain Authentication

- Sending domain must be able to receive email
- Must have a valid mail exchanger (MX) record
- Without this, inbox providers may block your emails

TLS (Transport Layer Security)

- Encrypts your emails while they're being sent
- Is used to protect sensitive information

Feedback loops (FBLs)

- Lets you know when your messages are being marked as spam
- Immediately clean your mailing list of these email addresses to
- maintain sender reputation

"postmaster" and "abuse" Mailboxes

- You may need to create postmaster@ and abuse@yourdomain.com email addresses in order to access your FBLs
- Frequently check these inboxes for complaints

Two-Factor Authentication (2FA)

- Added layer of protection to prevent malicious users from using your email account
- Any spammy or fraudulent activity will harm your sender reputation; 2FA works to protect you from that



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Best Practices for Setting Up Infrastructure — IP Address Warming

- When using a new IP address, warm it up by sending out small batches of emails first
- Slowly increase the volume over time
- Helps ISPs identify your sending patterns and flag any unusual behavior coming from your account later on
- If you are sending different types of communications (e.g. transactional messages such as password reset or marketing messages such as new offers), it is a good idea to use different IP addresses for each type of message
- This way, if one type of message is marked as spam, it won't impact the deliverability of the other type of message because it is being sent from a different IP address
- This also helps monitor analytics data, e.g. open rates and clicks, because high level numbers will reflect type of message

With each ISP having their own limits and enforcement, it's easier to segment your audiences by domain prior to the email send. Segmentation makes it easier to track the number of emails being sent to each ISP. Also, if an issue arises the data is already isolated, making it easier to identify and troubleshoot problems without impacting the other domains.



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Email marketing is one of the most simple and effective ways to reach your target audience. With regular maintenance and tweaking, you can increase your email deliverability and we'll be right here to show you how!

Using Marketing Cloud, and need help optimizing your email deliverability to get more of your subscribers to engage and take action on your email marketing campaigns?

Let us guide you — we'll provide strategic recommendations to solve your manual processes and leverage features in Salesforce Marketing Cloud that you may already have access to but haven't leveraged to date, including Automation Studio, Journey Builders, Journey Dashboards, Data Cleansing, Content Builder, and Path Optimization (to list a few).

We're here to help. Contact Bubblebox today!



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