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THE
RIGHT DELIVERABILITY
GUIDE TO
EMAIL MARKETING

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1 INTRODUCTION

Email is one of the leading channels across the world. And why is it so?

Because it helps connect with customers across the world at the right time!!!

But, if the email bounces back or couldn't make it into the inbox of the email, then whose fault is it?

As a marketer, you should look into why the emails are not making their way into the customer's message box.

2 FACTORS HAMPERING THE DELIVERABILITY OF EMAIL

Various factors hamper the email deliverability. Some of the crucial factors are:

▶ Hard bounce

A hard bounce email is the type of email that would never be delivered to the address of the recipient. It's just because the email address is invalid or the domain of the email is not correct.

▶ Blacklisted

The IP address here has been put into the list of the spammed or the blacklisted address.

▶ Complaint

These emails are the ones that the subscriber clicks it as junk or spam. When you get clicked as spam by a large number of recipients, then it would obviously affect the deliverability rate of email.

3 HOW TO REFINE THE EMAIL DELIVERABILITY PROCESS

▶ Precise opt-in process

The opt-in process leads the customers to confirm the subscription process.

North Wild Kitchen

Please Confirm Subscription

> Yes, subscribe me to this list.

If you received this email by mistake, simply delete it. You won't be subscribed if you don't click the confirmation link above.

For questions about this list, please contact:
nevada@northwildkitchen.com

This is the email sent by '**North Wild Kitchen.**' In this email after the subscriber gets into the subscription process, a confirmation email is sent to them. They then click on the link here to confirm the same. This is called the double opt-in process where you check whether the recipient is really interested in your service.

### ▶ Take out the subscribers from the entry contest fill

To gather emails and details of the customers many marketers, would announce a contest, gifts, prizes, among others. While this might help you collect the information of the customers but in the long-run it could be disastrous.

The recipients would be least interested in reading any form of content that you send to them, instead they would be looking for the prizes and other gifts that you announced. While sending crucial campaign remove these recipients.

▶ Developing non-spammy subject lines

Subject lines can make or break the connection with the customer. You must have heard before!!!

But do you know a subject line that looks spammy can actually be a turn-off? The click-bait subject lines that you develop to hold the customer's attention can be filtered out by the ISP as the emails that are too loud and irrelevant for the recipient.
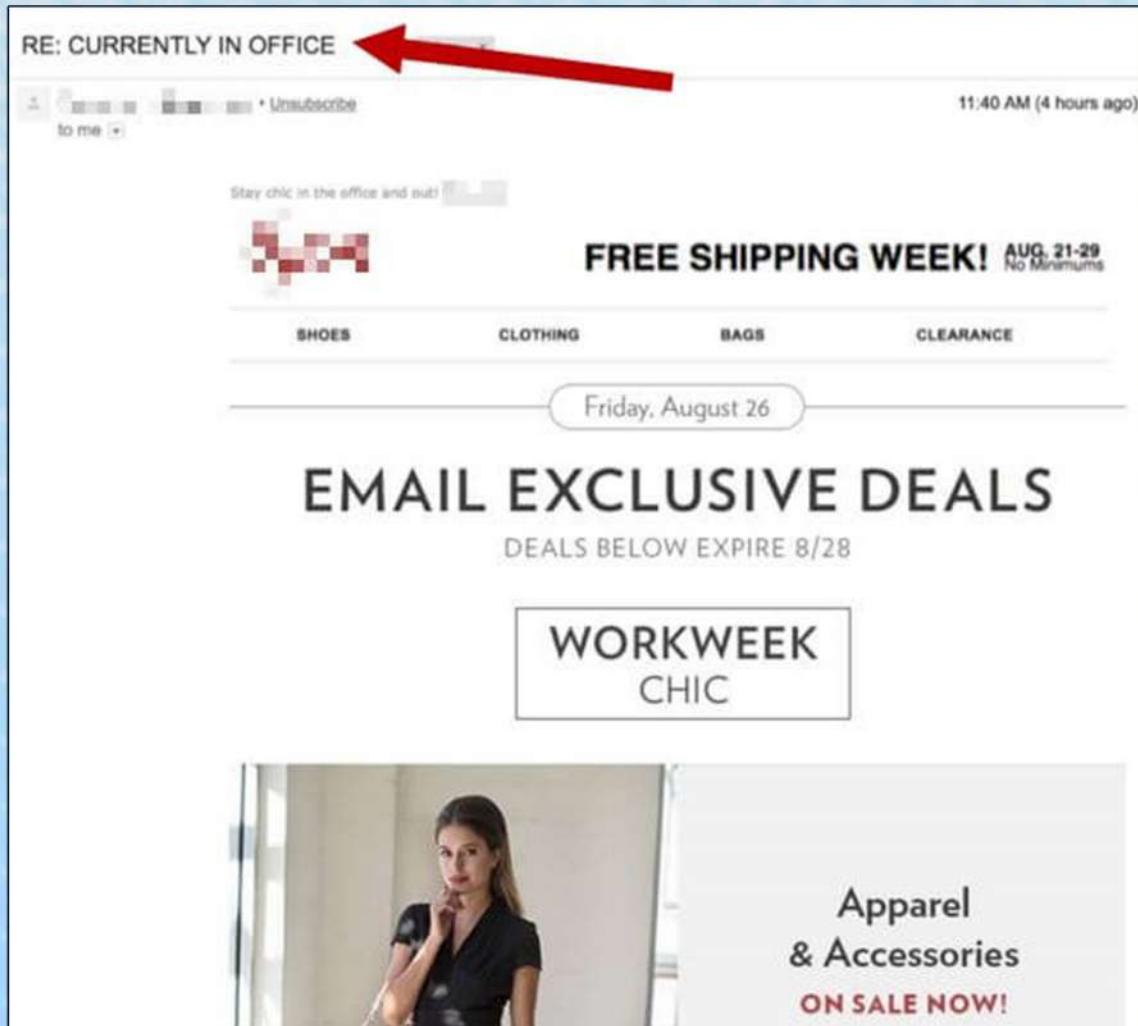
The lines that have been labeled as the spammy ones are free, urgent, risk-free and others. All these words seem like they are screaming for attention. In this example, the statement currently in office, free shipping week are all the wrong triggers for the customer.

Some of the other bad or spammy subject lines could be, home based, urgent proposal, potential earnings, earn extra cash, please help, opportunity, triple income in less time, good offer at your doorstep, earn billion dollars, and others.

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The words weave the magic in any content form, but that doesn't mean you have to repeatedly use the loud words in the content.

Customers don't like any product that is pushed to them. This way you would only reduce your brand value as the customers would feel your brand's product or service is of not high-quality or don't match their needs.

▶ Too many punctuations

Punctuation can significantly kill off the deliverability. As per a finding, when you add too many punctuations, the ISP can blacklist the emails and block it for not landing into the inbox of the recipient.

Check this fact:

70%   Brands witness a lower click rate if the subject lines end with the question mark

Adding to your surprise, check another fact:

Using less stops for example around **2% to 4%** in the subject line can boost the open rate by **10% to 20%.**

So, use the stops wherever required but less in number. In another finding ending the subject line with a stop could increase the engagement results and **0.5%** in deliverability.

We would now check the exclamation mark finding.

"!" This mark you would have seen in many of the content. And you should know the effect of using these symbols. Recipients do open the emails with exclamation remarks but if used sparingly. **70%** opened the email when an exclamation mark was used.

If eye-catching words are not used, recipients wouldn't notice you, but as known everything has a limit.

▶ Cleaning up the list at regular intervals

One needs to clear up the list at the right intervals to improve the email deliverability. The information that is outdated would lead the campaign nowhere. It would be a waste of your time and effort.

Remove the unengaged subscribers from the list who are dragging down your performance.

Many brands look into various ways of sending emails only to the subscribers that are clearly interested in their services.

Save Segment

What would you like to name your segment?

Most engaged

You're saving a segment with the following criteria:

Contacts match **any** of the following conditions:

1. Based on Campaign Activity clicked **Any of the Last 10 Campaigns**

☑ Auto-update ⓘ What's This?

Save   Cancel

As you can see in this example, OptinMonster builds up a different segment, the most-engaged ones to send email to the subscribers. The factor on which it segregates the subscriber are based on the campaign activity that includes any of the last ten campaigns. The recent campaigns give you the accurate insights as these customers are the ones who are really interested in your service, so they are engaging with your brand.

The process guides organizations on the right path, helping in the right deliverability.

► Checking the feedback loops

What are the feedback loops?

Now this is something every marketer should look into. In this loop, you can check the information from the recipients. It includes their feedback about the sender.

When you get to know what bothered the recipient you can further make your approach streamlined and result-oriented.

The feedback loop requirements are:

1	The organization should own the IP domain or should at least have the admin rights.
2	The rDNS of the internet protocol should be matched with the used domain
3	You need to have the postmaster@ email address for your domain

▶ Having a firm and planned send

Sending emails at planned intervals could actually build up your reputation.

As per a finding, the low sender score is given to the senders as they shoot out emails at erratic time period. Sometimes the frequency could be high, while at other times very low. This makes the recipient not to trust on your brand.

4 DKIM AND SPF HELP IN EMAIL DELIVERABILITY

These records are both set in the DNS settings of the domain name provider. Both of these help eliminate the spoofing, spamming and phishing of the email messages, benefiting the recipient.

DKIM: The DKIM or the DomainKeys Identified Mail is the security standard that are developed for ensuring, messages are not getting altered in between the sender and the recipient server. The key uses the cryptography to sign the email via the private key and then send it to the server.

Domain Keys Identified Mail (DKIM)   Sender Policy Framework (SPF)

In order to complete the process of setting up DKIM verification for demo@moosend.com, you need to add the following TXT record to moosend.com DNS records.

TXT record name

ms._domainkey.moosend.com

TXT record value

k=rsa; p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQDmOeKbWs8OXl0Lyh5tI7S97YUGTyJchFV noZKY3MKH9SgDMuC/ymZE5YY79Neuoxsol4ktBEfCgnmjfcXUPGbKET3W5IM/BuPzOA0dk0N7CxbTtjkUCl

Verify DNS records   or   Cancel & return to senders

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The domain owner publishes the cryptographic key that is formatted as a TXT record, which you can see in this example. The next process is after the message is sent to the outbound mail server the server then generates and attaches the DKIM signature into the header. The mail servers use the key for deciphering the message. The entire process is executed to check for checking the authenticity of the email.

SPF: SPF is a form of email authentication. It helps in validating an email message.

It helps in maintaining the relationship with the customer, and improving the reputation of the brand.

Here first the domain administrator publishes the policy that helps define the mail server. It is then authorized for sending the email from that specific domain. The overall policy is called as the SPF record. Afterward when the inbound mail server gets onto receive the incoming email it looks into the return path rules. The server compares the internet protocol address.

It is here where the server decides whether to send the email into the inbox of the recipient or not.

5 FACTORS CHECKING THE PERFORMANCE OF THE EMAIL

▶ Open rate

The average open rate of the emails should be between **15-25%.**

Do you know this fact?

Yes, when you have this rate it could make your campaign successful leading to better revenue and sales.

▶ Click-through rate

The click-through rate here means clicking the link in the email content. It is the metric to check the efficiency of the email marketing. While the open rate pushes the subscriber to open the email the click-through rate pulls the customer to actually read the content in the email and take the right action.

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6 STEPS TO CHECK SUCCESSFUL DELIVERY OF EMAIL

There are various steps to check the successful delivery of the email. The crucial ones are:

▶ Developing quality content with right personalization technique

Content is the king in marketing. Marketers would surely agree to this statement. One needs to eliminate the spam words, and develop valuable compelling cotent. A useful subject line is also necessary.

Like many of the brands, one shouldn't use the noreply@ addresses. It doesn't make a good impression on the recipient's minds. They would think that the brand is not interested to see the reply send by the customer. Thus, they are not serious about making a good relationship in the long-run.

▶ Don't forget the CAN-SPAM, GDPR & CASL Compliance

As per the CAN-SPAM compliance, you shouldn't use the misleading information in the "To", "From". The header details should be accurate; it builds up the trust level among the recipients.

With this, there are fewer chances that your email would be spammed by the recipient.

MESSAGE B:

TO: Jane Smith

FR: XYZ Distributing

RE: Your Account Statement

We offer a wide variety of widgets in the most popular designer colors and styles – all at low, low discount prices. Visit our website for our exciting new line of mini-widgets!

Sizzling Summer Special: Order by June 30th and all waterproof commercial-grade super-widgets are 20% off. Show us a bid from one of our competitors and we'll match it. XYZ Distributing will not be undersold.

Your order has been filled and will be delivered on Friday, June 1st.

This is an example of a CAN-SPAM compliance email. It is a transactional and relation building message.

The significant thing in the CAN-SPAM compliance is that the sender needs to honor the opt-out requests of the recipient. Many customers wouldn't like getting emails that don't serve their purpose. In such cases, you should offer the facility to opt-out from your sales emails. This is what the CAN-SPAM compliance also includes.

The GDPR or the European law also have specific rules for email marketing. Under this law, you should know where your recipients are located. You should be fully aware of where you got the data of these contacts. As a responsible brand, you should also check their consent before collecting the data. You should also make the recipients aware of the data privacy policy.

Acknowledge following all the regulations rightly could connect your brand with the customer across the world, eliminating all the complications. CASL or the Canada anti-spam law helps both the businesses and the recipients equally.

It protects the consumers from the spammy emails and other threats on the digital platforms. As cyber threat increases, with the malicious software and other malware creating challenges for the recipients, the law aims to protect the consumers from such a scenario. The law created in 2014 has successfully eliminated the obstacles.

It resolves the major challenge of the marketing world, which is sending emails only to those recipients who want to hear from you. It incredibly increases the open rate and click-through rate.

Please confirm your subscription to continue receiving our guides, tips and best practices.

Stay Subscribed

Add a short sentence here to entice readers to open your email. It w

July Newsletter

For pizza and hot dog lovers.

Shown only if there is no express consent

Here as you see in this newsletter only, the marketer is asking to confirm the subscription service. It then follows with the rest of the lines receive the best practices, guides, tips and others. The stay subscribed button is the permission button, and if the subscriber clicks on the same, he will receive the newsletters from the brand on a regular basis. Thus, it shows the brand cares about the opinion of the customer and would do everything possible to meet their needs.

7 BENEFITS OF HAVING A GOOD DELIVERABILITY RATE

A good deliverability rate has various benefits:

- The current and useful news would reach the existing customers
- You can have the right advantage over your competitors
- As a marketer, you can now accurately track the performance of the email campaign, be it the open rate, click-through rate and others
- Your emails would be pure and risk-free from getting into spam folder
- Increases the engagement process with the customer
- It improves the sales and the return on investment for the organization
- Customers would more often read your emails
- Improve the brand awareness
- Paves the path for better customer relationship
- Saves the time of the marketers and the sales representatives
- Optimizes the marketing campaign

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8   CONCLUSION

The deliverability of the email is highly required, if one wants to achieve the success at the right time. The demand here is to implement the right techniques, tactics and process so that the email actually gets delivered into the inbox of the recipient.

Visibility is the first stepping stone to success and it entirely depends on the email deliverability. The whitepaper here revolves around how one could improvise the email marketing deliverability in a short time frame. The more you eliminate the factors that affect the deliverability process, the better it becomes to land it in the inbox of the recipient.

This completes more than half of your job.

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InfoClutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand has taken center stage from its inception three years ago. InfoClutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them a notch closer to your products and services

You can learn more about platform friendly mailing data by getting in touch with our expert at InfoClutch.

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