



Why Deliverability Matters

• Anthony Mitchell



InboxWizards

Content



Introduction



Job Interview



Onboarding



Employment



Promotion



Redundancy



Exit Interview

Introduction

EMAS

BY DDM



History of spam / first 'marketing' campaign

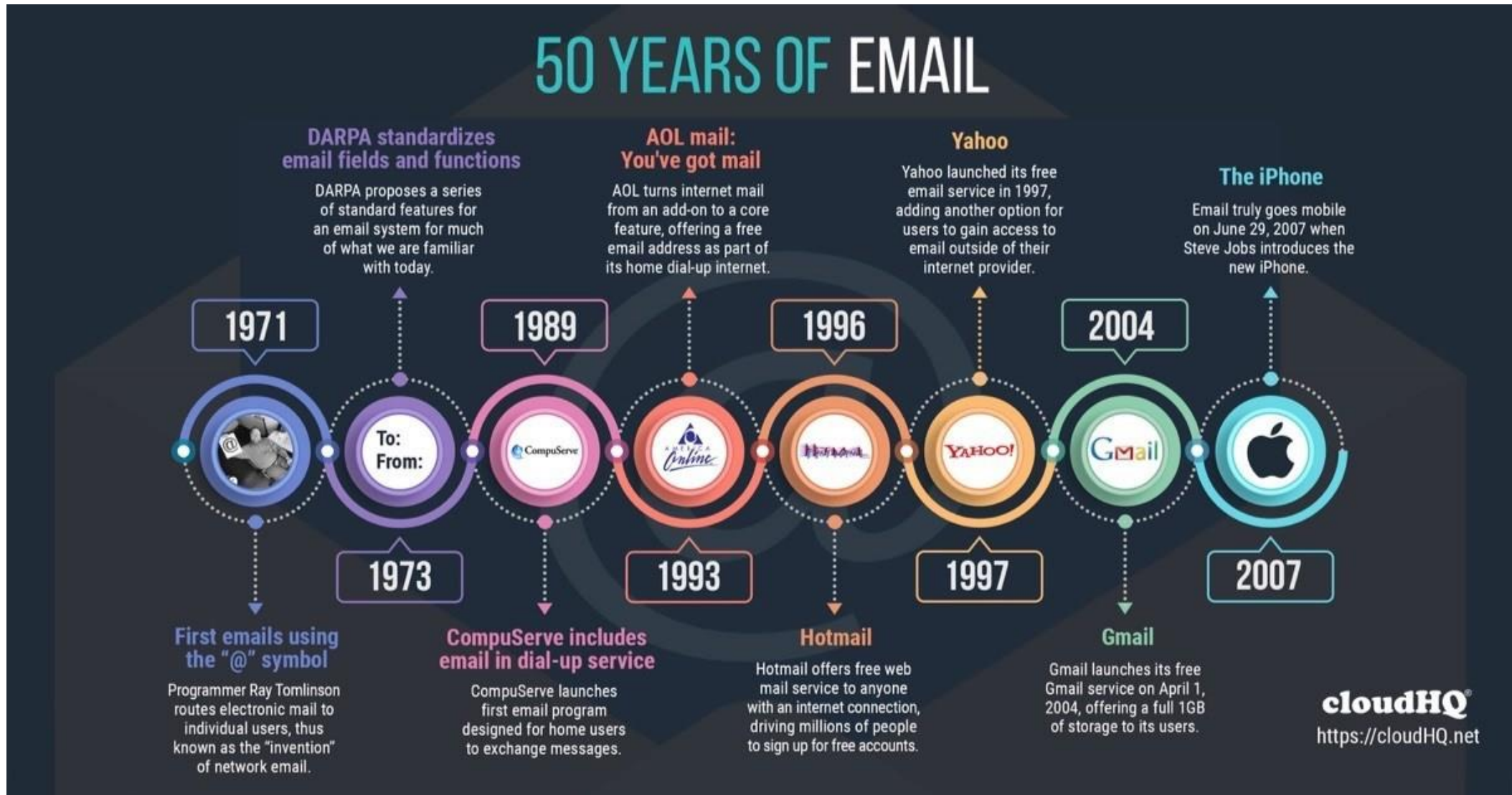
DID YOU KNOW?



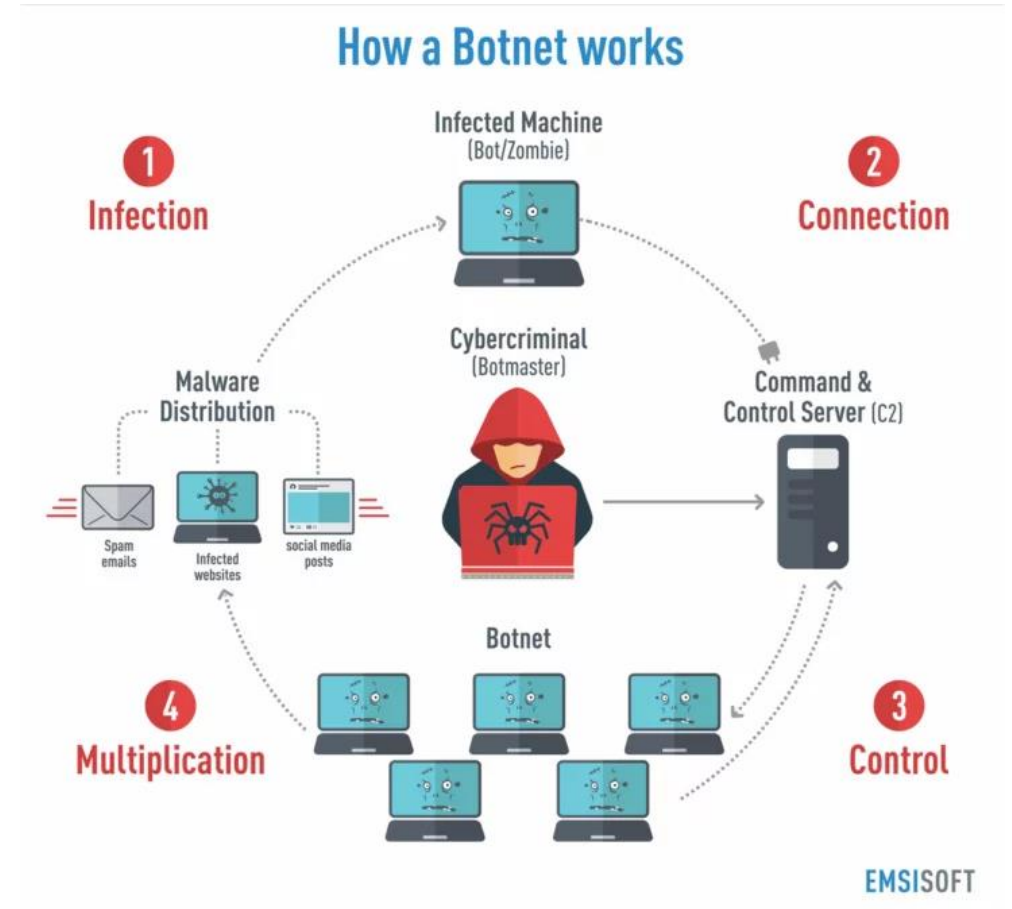
The first spam email was sent in 1978 over ARPNET by a guy named **Gary Thuerk**.



We've come a long way...



Battle against bad actors - Botnets, phishing, identity theft...



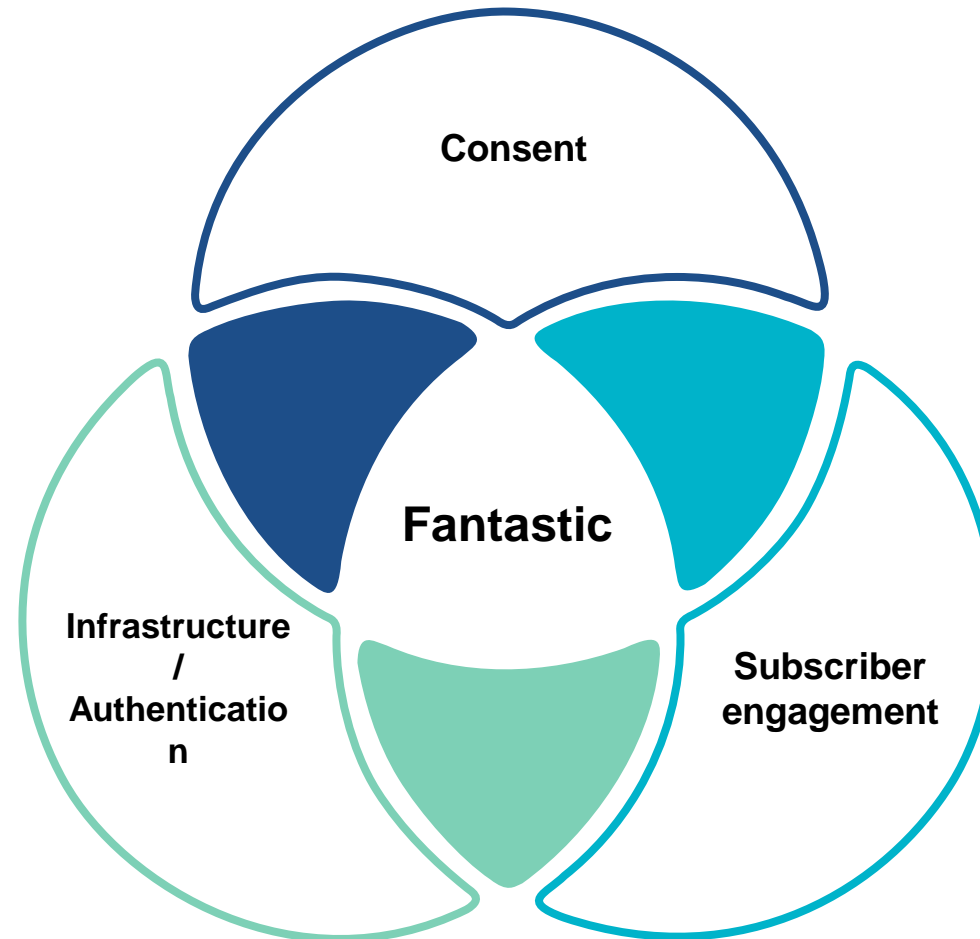
World wide email spam rates 2014 – 2022

Kaspersky/Statistica

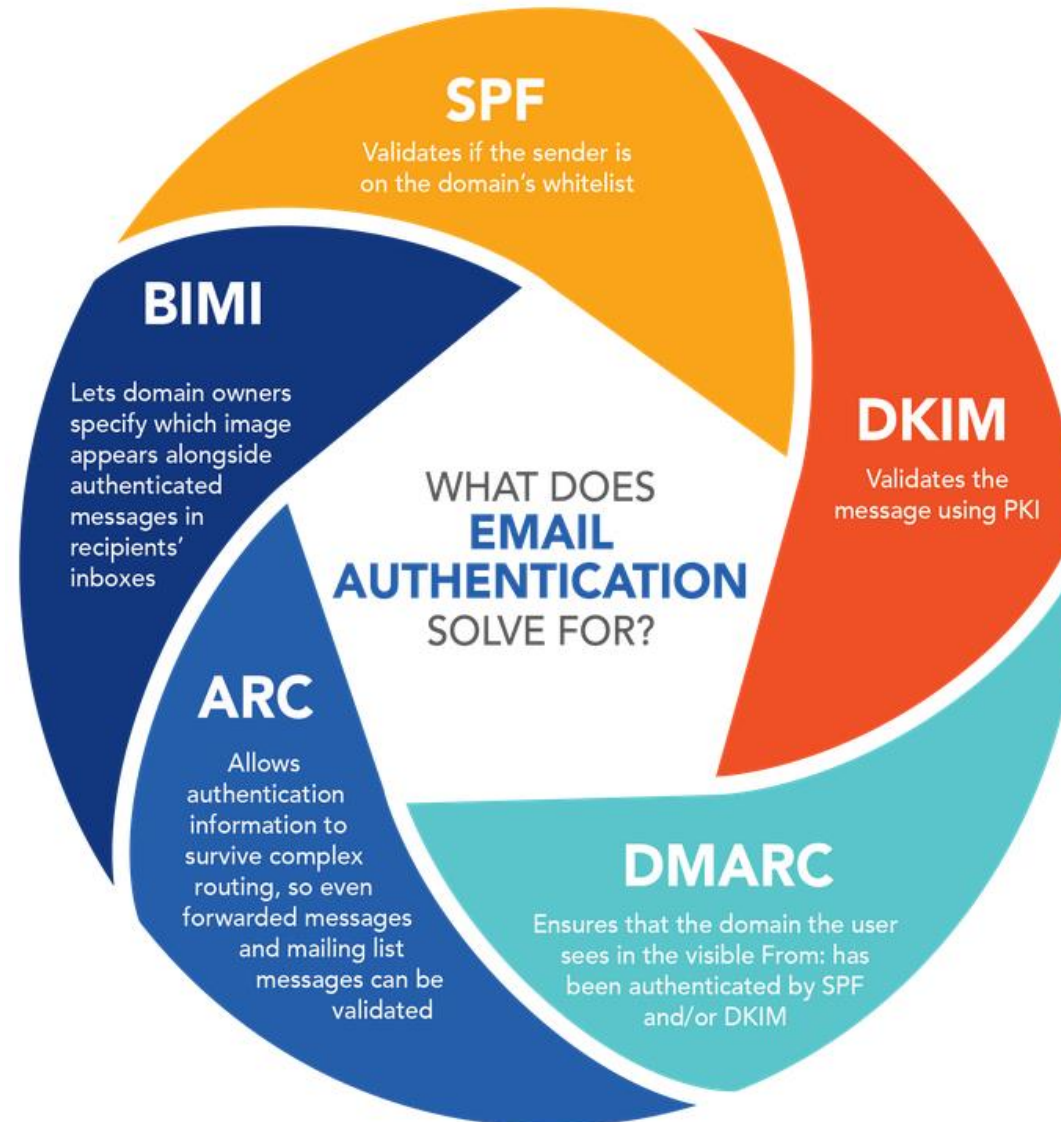


Job Interview

3 Pillars for good email deliverability



Authentication



5 key interlocking standards: SPF, DKIM, DMARC, ARC, BIMI

DMARC adoption statistics.



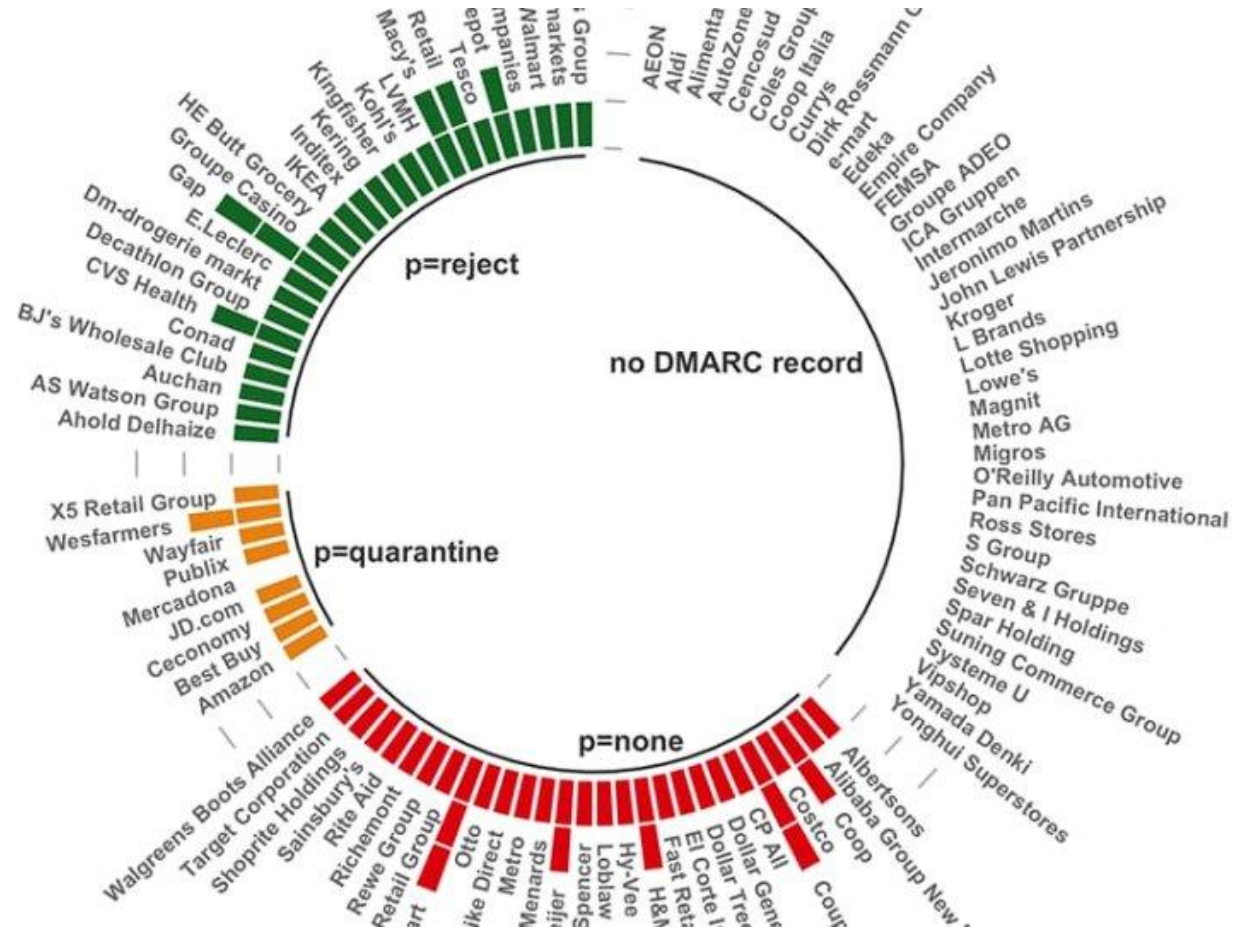
Percentage of Senders Enabling Authentication by Type

- SPF 57%
- DKIM 64%
- DMARC 56%
- BIMI 15%

EMAIL IN 2022 report.

<https://messagebird.com/docs>

DMARC adoption statistics.




Report of top 100 retailers

<https://dmarcian.com/top-100-retailers/>

DMARC ISP updates



 Strict DKIM alignment is very strongly recommended.

 DMARC (reject) is now recommended.

The new policy can be found here (<https://postmaster.web.de/en/email-policy>), here (<https://postmaster.gmx.net/en/email-policy>) or here (<https://postmaster.mail.com/en/email-policy>).

DMARC failures in sports



Miha
Zajc

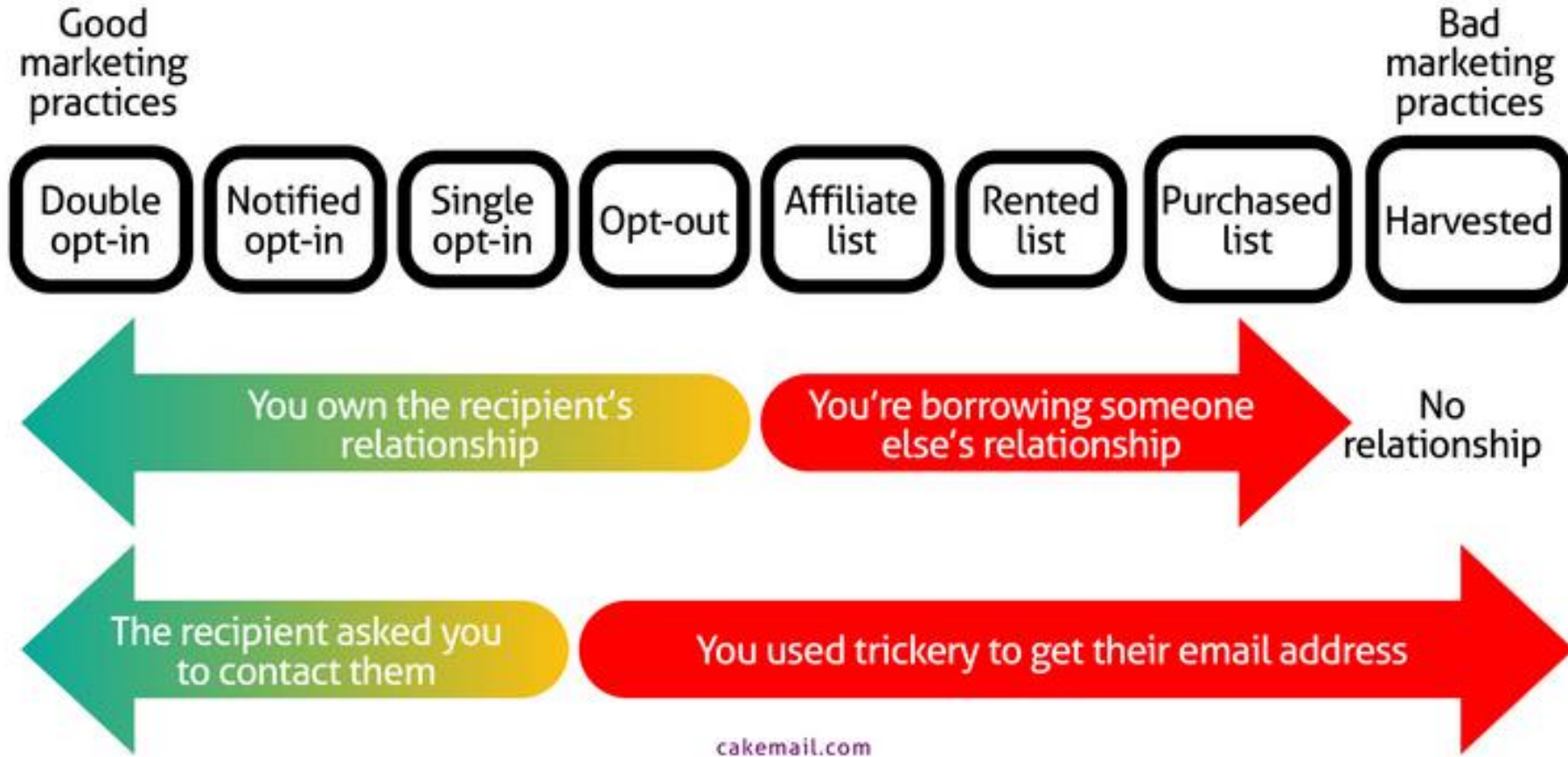


Your domain does not have a DMARC record. Your domain is at risk to being abused by phishers and spammers.

€800,000 to a 47-year-old man from Doetinchem.

Onboarding

List quality vs relationship





WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: DECEASED

MOON THREAT 1 OF 13

DISPOSABLE DOMAINS

These scary creatures are created to do sneaky evil things. Disposable Domains only exist briefly, but can haunt your email campaigns for years. If you see one, they will explode all over you. Which is gross. The only way to get rid of these lurking creatures is with email hygiene. Verification traps are not enough to catch these explodable domains.

webbula The Squidly Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: COMMISSIONER

MOON THREAT 2 OF 13

ZOMBIES

Relax, these types of Zombies aren't out for brains. They are emails left over from deceased persons. They won't convert, trust us, but they might be connected to some truly nasty spam traps now. Your Zombie Verification service can't detect them. Luckily Email Hygiene has the power to detect zombies before the apocalypse hits your email data.

webbula The Undead Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: MALICIOUS

MOON THREAT 3 OF 13

BOTS

Best to stay far away from these artificial nemesis. The bot horde was created to submit fake information in your sign up forms to eternally haunt your metrics. Don't be fooled, these evil bots want to overload your system and hack your information. All you can do is pray and contact Webbula. Quickly.

webbula The Human Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: PHISHING

MOON THREAT 4 OF 13

PHISHING ATTACKERS

A phishing attacker can strike at any time... and you might not even know! They can sneak right up on you and steal your candy, over and over again. That is, if your candy is your usernames, passwords, or credit card numbers. These entities pretend to be reputable, but they are rotten all the way down to the bone.

webbula The Statistical Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: FAKED

MOON THREAT 5 OF 13

SPAM TRAPS

Did you notice the poison hiding in your Halloween candy? Probably not, since it is undetectable by your puny old verification service. These horrors hide from even the most tenacious hunters, which is why multi-method email hygiene was invented in the first place! Don't poison your email candy. Think of the children.

webbula The Immune Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: REALITY

MOON THREAT 6 OF 13

HONEYPOTS

Honey pots are similar to spam traps, but invisible to the human eye. Who knows how many are out on Halloween waiting to entrap the evil scrapers, harvesters and bots trying to scam you? Only Webbula has the ghostbuster technology needed to catch these tiny, sneaky creatures of the night. So spooky.

webbula The Ghostbusting Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: REPUTATION

MOON THREAT 7 OF 13

MALICIOUS MOLES

They borrow underground, just below the surface, waiting to spring on you when you least expect it. Their malicious intent? Reporting your activities to the nearest blacklist. Oh yeah, they are watching you. Be leary who you give candy, they just might be a malicious mole in a police costume. Trick or treat? Muhahahaha.

webbula The Law-Abiding Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: REPUTATION

MOON THREAT 8 OF 13

SEEDED TRACKERS

These little trouble makers are everywhere, watching, reporting, and keeping tabs on everything you do. No one has ever seen their Overlord masters and lived to tell the tale. There is one behind you... ..and now it's gone! All you can do is have Webbula spray for them. It works... ..but for how long?

webbula The Overlord Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: COMMISSIONER

MOON THREAT 9 OF 13

SCREAMERS

Imagine giving a cute little child candy and then having them yell at you non-stop for doing it? That's what Screammers do! These ungrateful little monsters are never happy, no matter how nice you try to be. They'll report you to the authorities, which in this case can damage your neighborhood reputation or get you on a blacklist. That's bad.

webbula The Spooky Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: REPUTATION

MOON THREAT 10 OF 13

BLACKLISTED

They are watching you. Silently judging. Just waiting to catch you giving out bad candy to innocent trick or treaters. And whoa unto you should they put you on a list. No more passing out candy for you. Your neighborhood reputation could be ruined for years to come. No more backyard BBQs at Tim's house.

webbula The Vigilant Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: COMMISSIONER

MOON THREAT 11 OF 13

SHADOW DOMAINS

These mysterious shadowy manipulators are in cahoots with the bot hordes. The few spies that have returned from their shadowy realm suggest they are preparing for a bot invasion. While no one can know their true intention, rest assured the folks at Webbula are keeping the light of email freedom burning day and night.

webbula The Eternal Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: REPUTATION

MOON THREAT 12 OF 13

GREYLISTINGS

Not a threat to you, the Greylisters are watching from above, always ready to swoop in to catch spammers in action. And the occasional cow. While they can "technically" be considered friendly, it is a good practice to avoid direct eye contact and sleep with the covers up over your head at night. I do.

webbula The Alien Data Quality Experts at Webbula.com

WEBBULA EMAIL THREATS COLLECTION

THREAT CATEGORY: REPUTATION

MOON THREAT 13 OF 13

DUPLICATES DUPLICATES

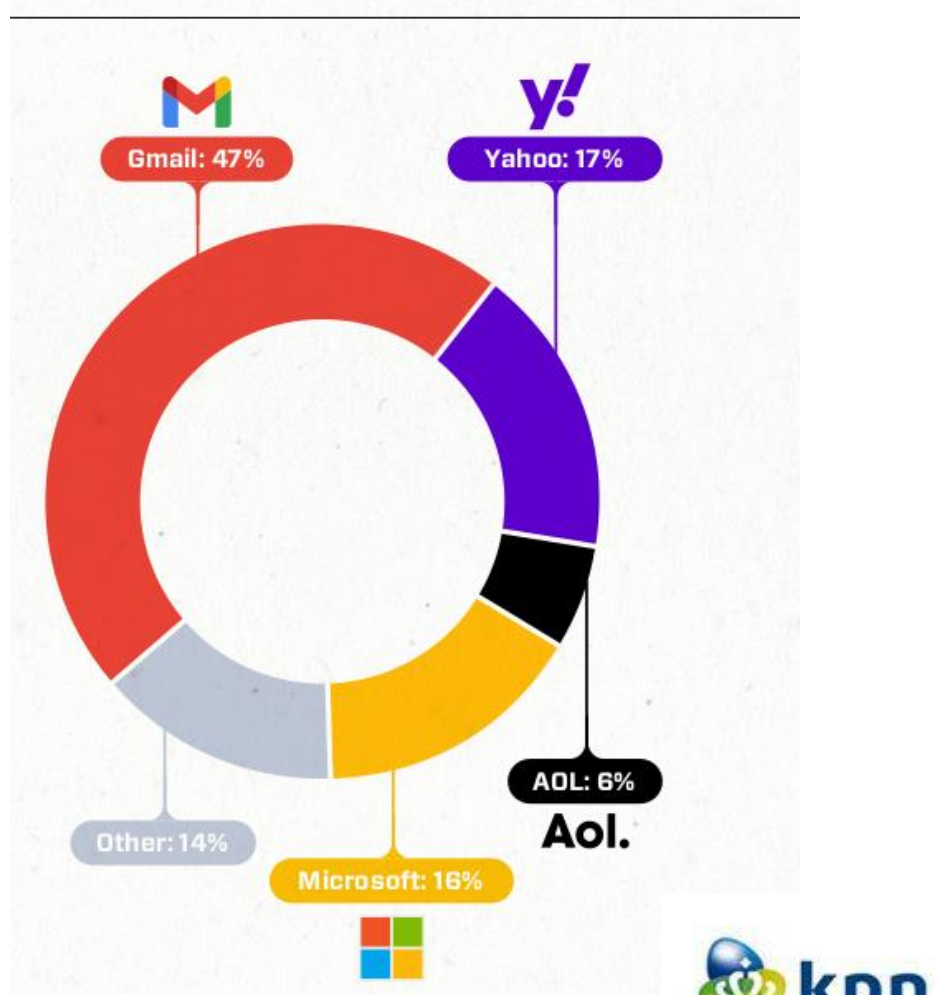
There is nothing wrong with twins, when they are yours. But Duplicates eat twice as much food, take twice as much candy, and make twice the mess. Especially when they get into your email data. Why send two emails when one should do it? Duplicates like to waste resources. And they hog the couch.

webbula The One and Only Data Quality Experts at Webbula.com



Domain distribution

Mailbox provider market share



Top Websites Ranking for Email in the Netherlands












Rank	Sites	Global Rank
1	 Ziggo — http://members.home.nl	401999
2	 Mail (Ziggo) — https://mail.ziggo.nl Log hier direct in op Ziggo Webmail. Overal en altijd bij je e-mail, agenda, social media, foto's en bestanden.	405529
4	 Mijndomein — https://webmail.mijndomein.nl	497975
5	 Outlook — https://www.live.com Get free Outlook email and calendar, plus Office Online apps like Word, Excel and PowerPoint. Sign in to access ...	167
6	 Mail.com — https://www.mail.com Email how it is supposed to be: ✓ Free, simple and secure ✓ Manage multiple mail accounts in one place, from a ...	778
7	 FastMail — https://www.fastmail.com	3008
8	 GMX — https://www.gmx.com Personal & professional email > 100% free > spam filter > Convenient mail collector > Mobile app > Register ...	3059
9	 10 Minute Mail — https://www.10minutemail.com Get a free anonymous secure temporary disposable email address to beat spam. Avoid spam with a free secure ...	3245
10	 10 Minute Mail — https://www.10minutemail.net Temporary disposable email service to beat spam. Avoid spam with a free, secure 10 minutes email address. Use...	6049
11	 Guerrilla Mail — https://www.guerrillamail.com Don't want to give them your real email? Use a temporary email. No registration, lasts 60 mins. Protection from ...	7013
12	 Mailbox — https://www.mailbox.org	7483

FIGURE 2

Global deliverability performance

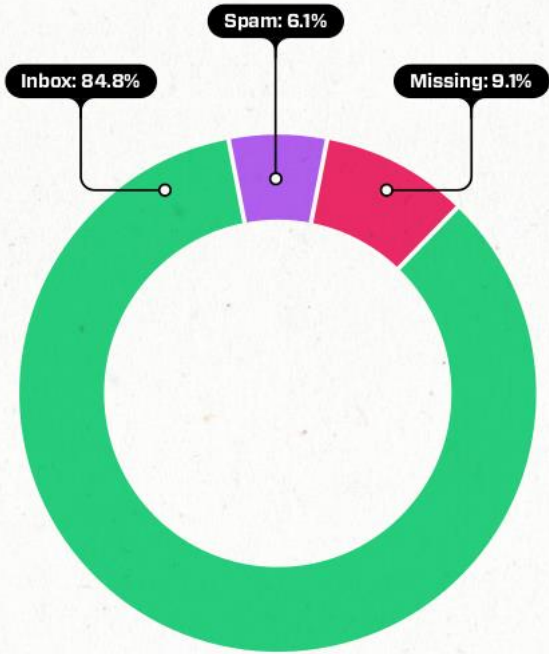
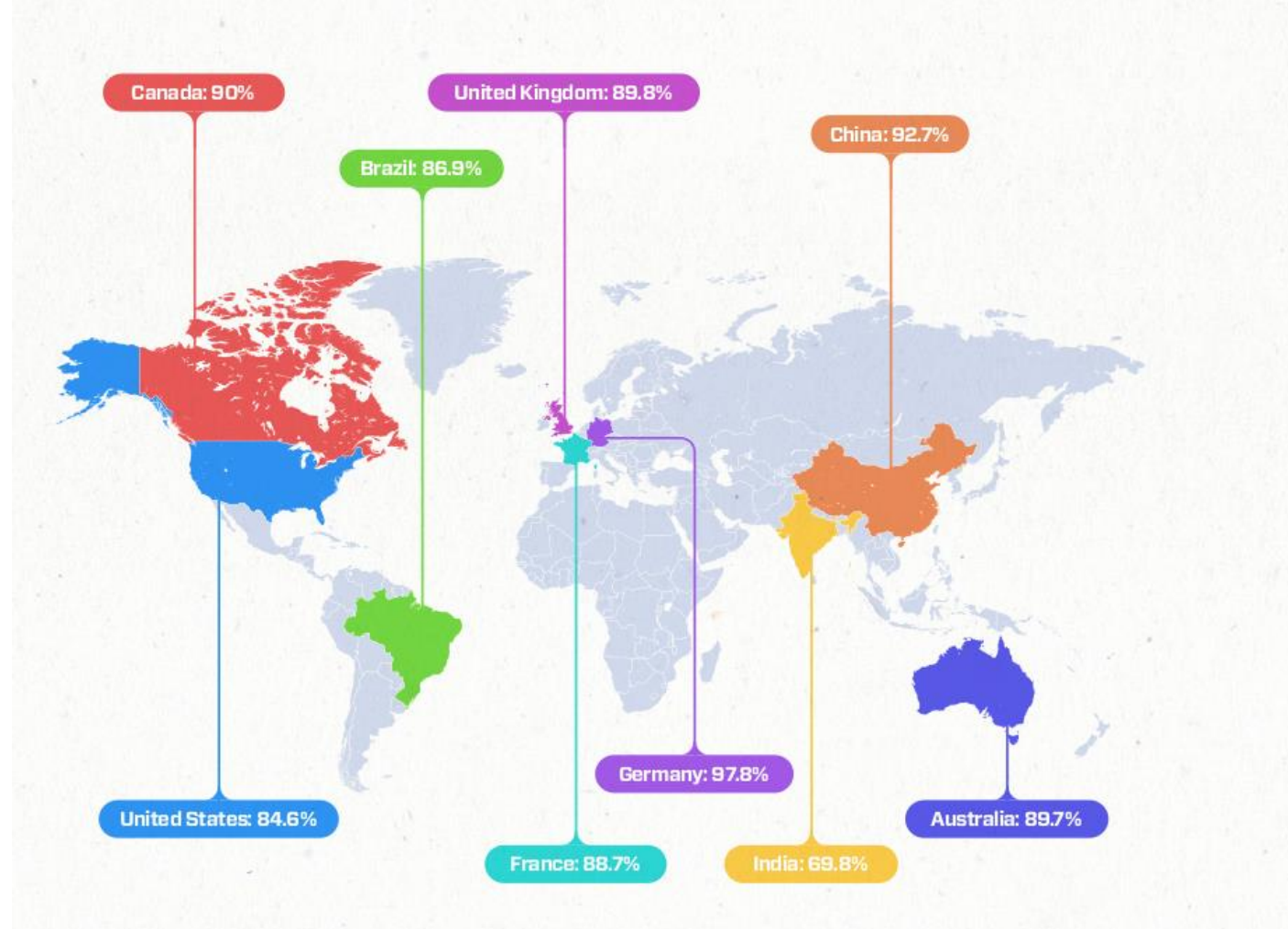


FIGURE 3

Global inbox placement rates

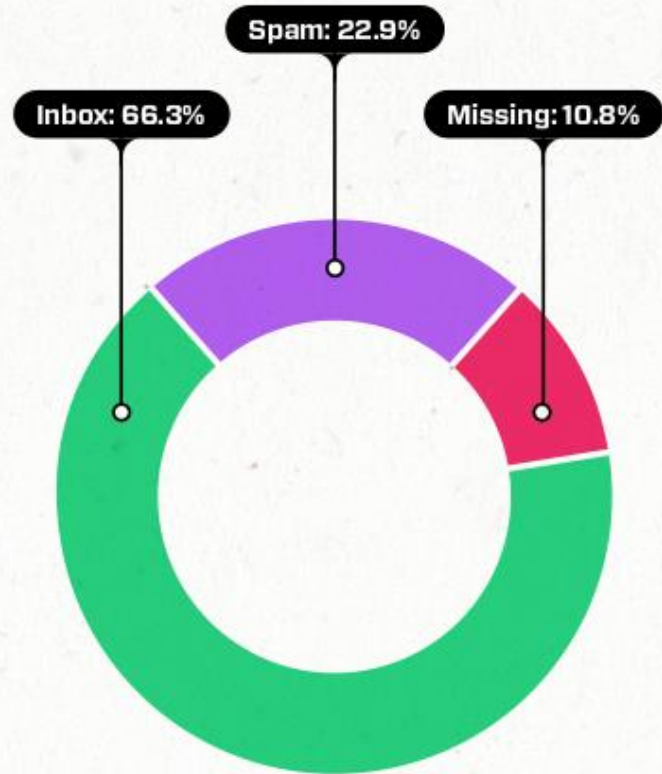


Deliverability issues - \$15k dollars per M sent

<https://www.validity.com/resource-center/2023-email-deliverability-benchmark-report/>

FIGURE 8

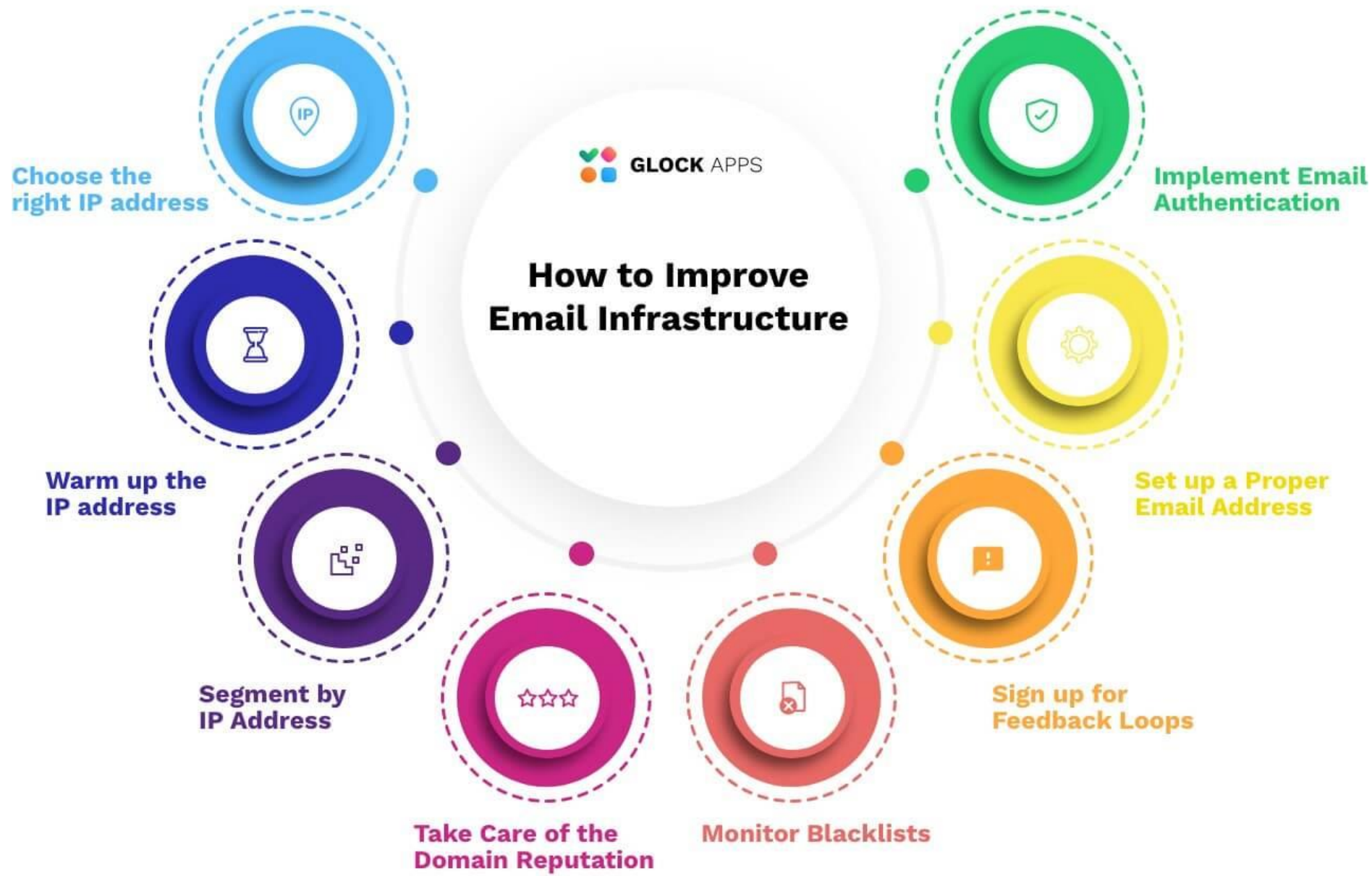
Deliverability performance:
Apple



Rumour on the rumour mill....ios17 shall strip out utm's of the URLs..

<https://www.macrumors.com/2023/06/17/safari-link-tracking-protection/>

Employment

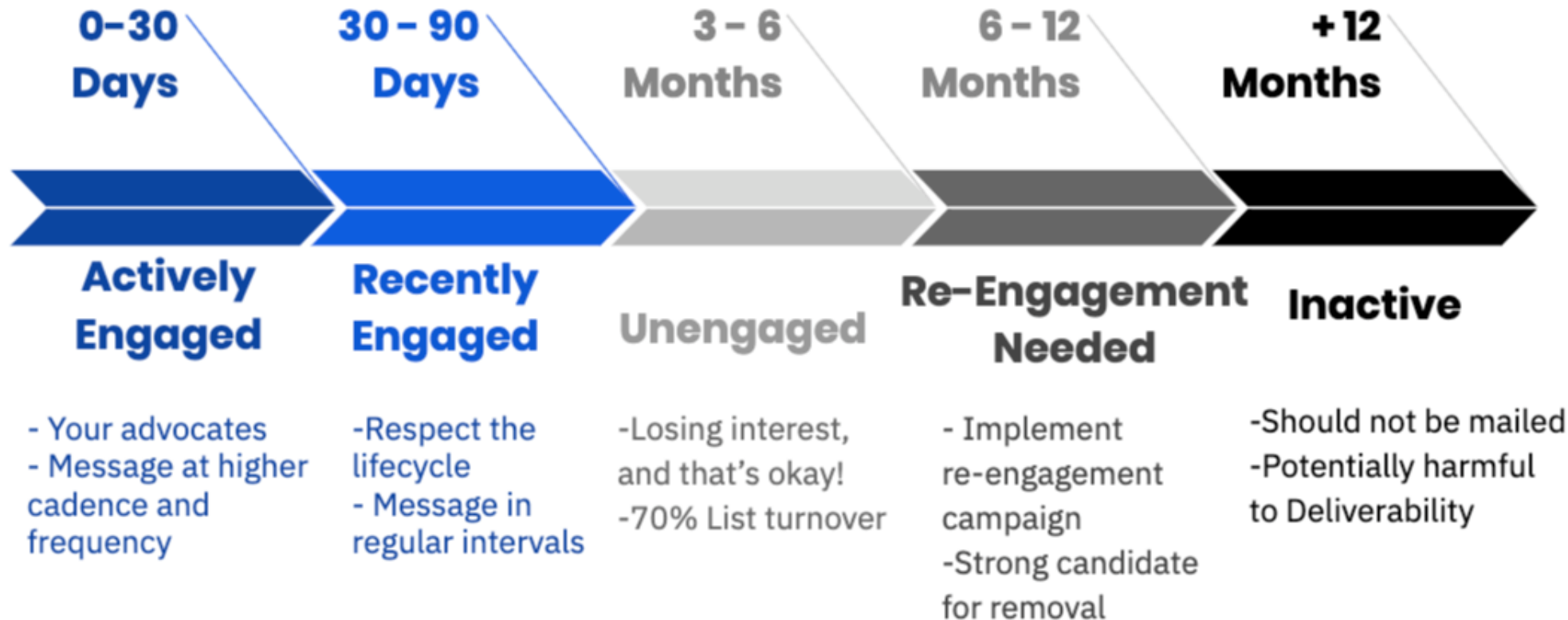




Contact Engagement Cycle



“What have you done for me lately?”



***This might not be relevant for your product. EG B2B/Industry customers who rarely purchase**

Blocklists....a word to agencies



spamcop.net



UCEPROTECT-NETWORK



Challenge: Agencies face when managing ESPs about IP blockages.

Filtering technologies

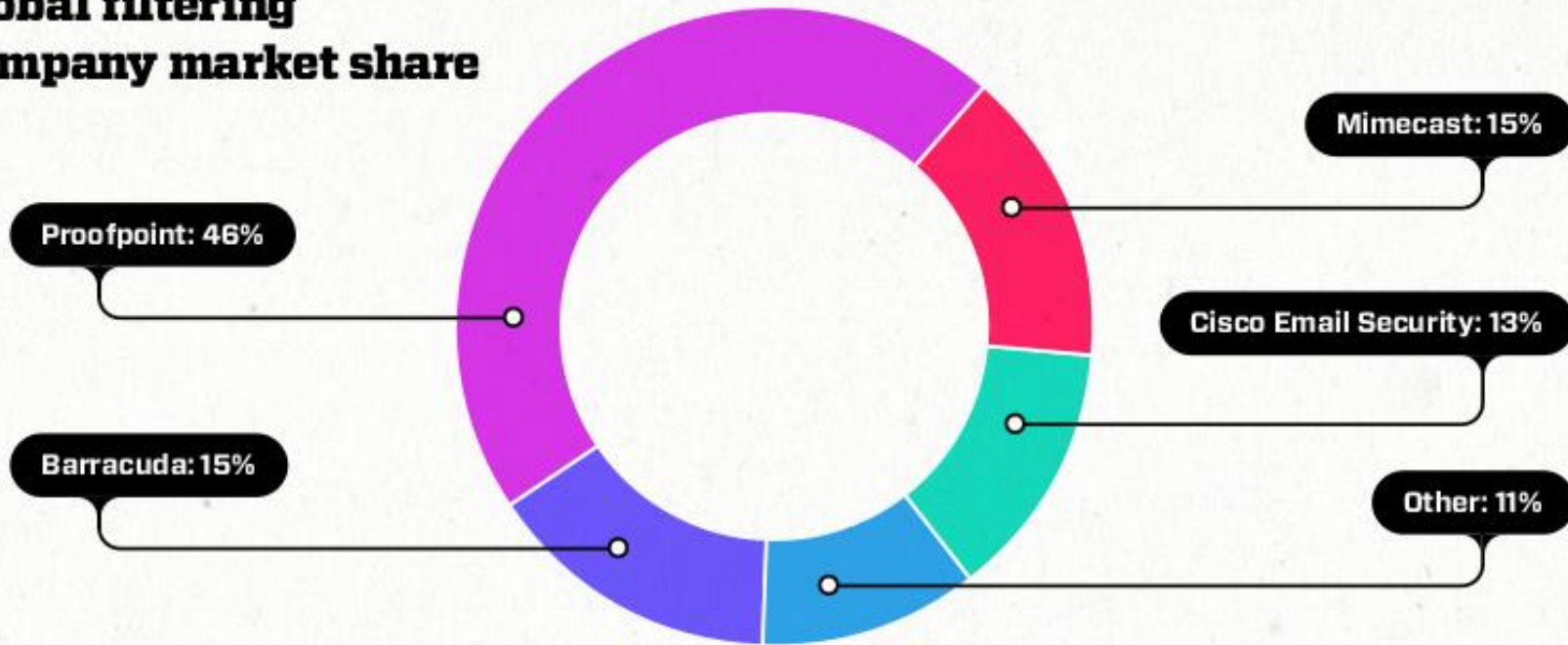
FEEDBACK FILTERS	PASS/FAIL FILTERS
<p>Passed Barracuda B2B</p> <p>Spam score: 0.87</p> <p>0.17 BODY: HTML has a low ratio of text to image area</p> <p>0.00 BODY: HTML in message</p> <p>0.60 Subject contains popular marketing words</p>	<p>Failed AOL B2C</p>
<p>Failed Google Apps B2B</p> <p>Failed Google Apps Spam Filter</p>	<p>Passed Apple Mail 8 B2C</p>
<p>Passed Spam Assassin B2C</p> <p>Spam score: 1.1</p> <p>1.1 URIBL_GREY Contains an URL listed in the URIBL</p>	<p>Passed Cloudmark B2B</p>
	<p>Success Fastmail B2C</p>
	<p>Failed Gmail B2C</p>
	<p>Success Hushmail B2C</p>
	<p>Success Outlook 2013 B2C</p>
	<p>Success Yahoo B2C</p>



Filtering technologies

FIGURE 24

Global filtering company market share



Promotion

Seedlisting / Inboxplacement tests

Email Placement Results



Email	Delivered to	Sender IP	SPF	Sender Score	Black Lists	Delivered in
llionelcohenbr@gmail.com	Primary	2A01:111:F400:FE5A:0:0:0:70D	Pass	n/a	0	5 sec
bbarretthenryhe@gmail.com	Primary	2A01:111:F400:FE5A:0:0:0:70D	Pass	n/a	0	5 sec
lawrenceledytr@gmail.com	Primary	2A01:111:F400:FE5A:0:0:0:70D	Pass	n/a	0	5 sec
tinamallahancr@gmail.com	Primary	2A01:111:F400:FE5A:0:0:0:70D	Pass	n/a	0	5 sec
lenorebayerd@gmail.com	Primary	2A01:111:F400:FE5A:0:0:0:70D	Pass	n/a	0	5 sec
cierawilliamsonwq@gmail.com	Primary	2A01:111:F400:FE5A:0:0:0:70D	Pass	n/a	0	5 sec
silviacopelandqy@gmail.com	Primary	2A01:111:F400:FE5A:0:0:0:70D	Pass	n/a	0	5 sec
daishacorwingx@gmail.com	Primary	2A01:111:F400:FE5A:0:0:0:70D	Pass	n/a	0	5 sec
GMX Spam: 100.00%						
Email	Delivered to	Sender IP	SPF	Sender Score	Black Lists	Delivered in
verifycom79@gmx.com	Spam	40.107.244.123	Pass	65	0	6 sec
verifyde79@gmx.de	Spam	40.107.244.114	Pass	65	0	6 sec
Hotmail Inbox: 100.00%						
Email	Delivered to	Sender IP	SPF	Sender Score	Black Lists	Delivered in
frankiebeckerp@hotmail.com	Inbox	40.107.244.134	Pass	65	0	9 sec
yadiraalfordbj@hotmail.com	Inbox	40.107.244.134	Pass	65	0	7 sec

Configure your infrastructure

Authentication Results

✓ MX-record Sender	pass
✓ MX-record Returnpath	pass
✓ SPF	pass
⊖ DKIM	single
✘ DMARC	p=none
⊖ Domain Alignment	unaligned
✓ DKIM Alignment	strict

Download Domain Settings

Reputation

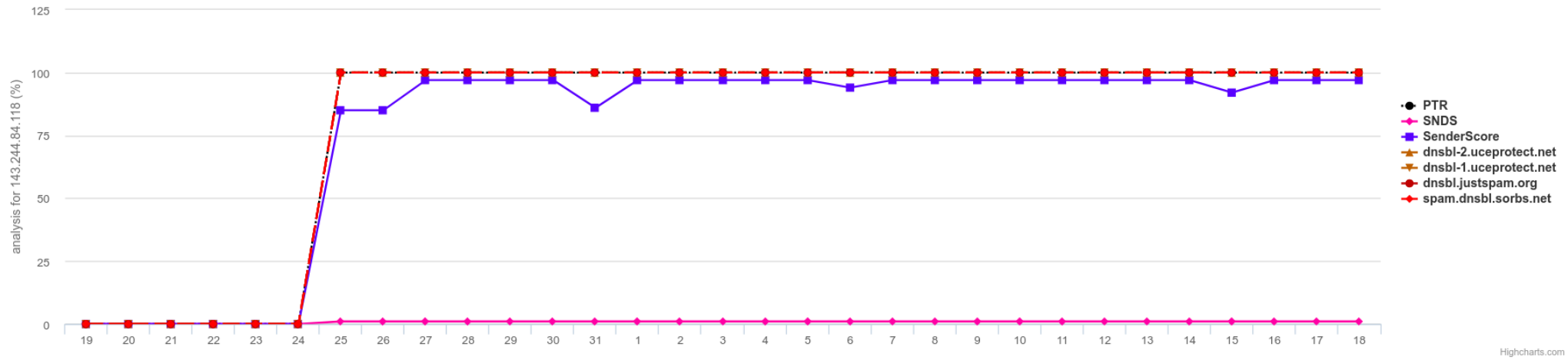
Spamassassin	INBOX
SenderScore	99
SNDS: i	?

MTA configuration

✓ ReverseDNS	pass
✓ HELO/EHLO	pass
✓ TLS	TLSv1.3



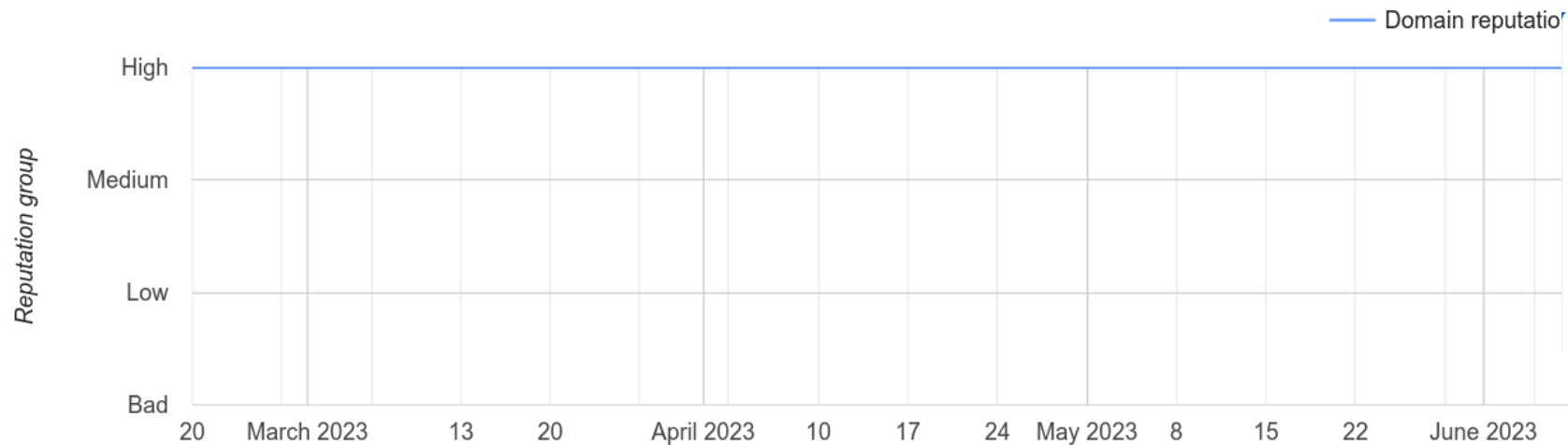
IP Monitoring



IP	Hostname	whois	blocklists	wishlists	SenderScore	SNDS	rDNS
143.244.84.118	bd77e9k.bf08.eu1.hubspotemail.net	i 1	SORBS justspam.org uceprotect.net LEVEL 1 uceprotect.net LEVEL 2		97	?	pass

Install relevant postmasters

Domain reputation [?]

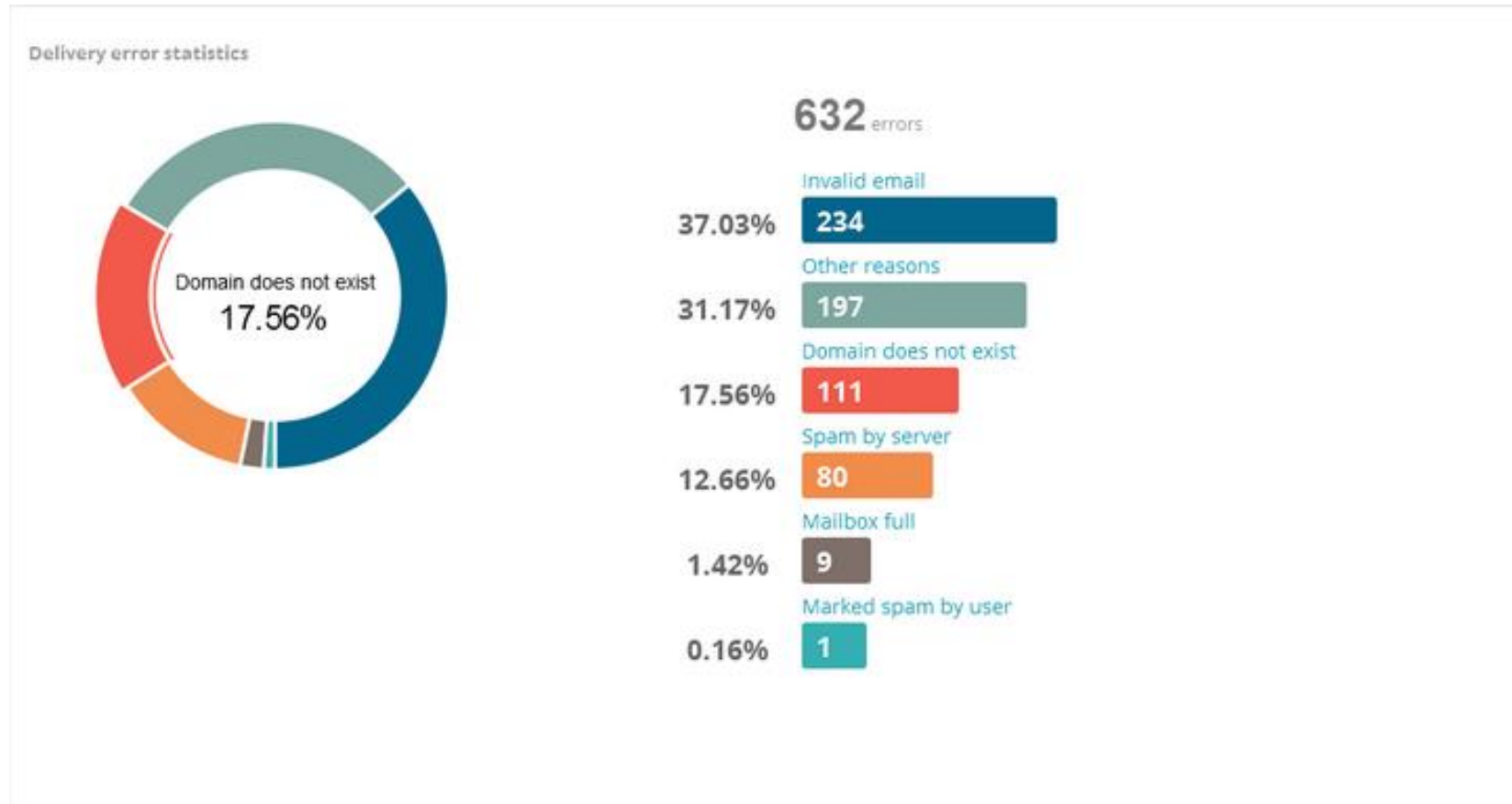


Sender Score

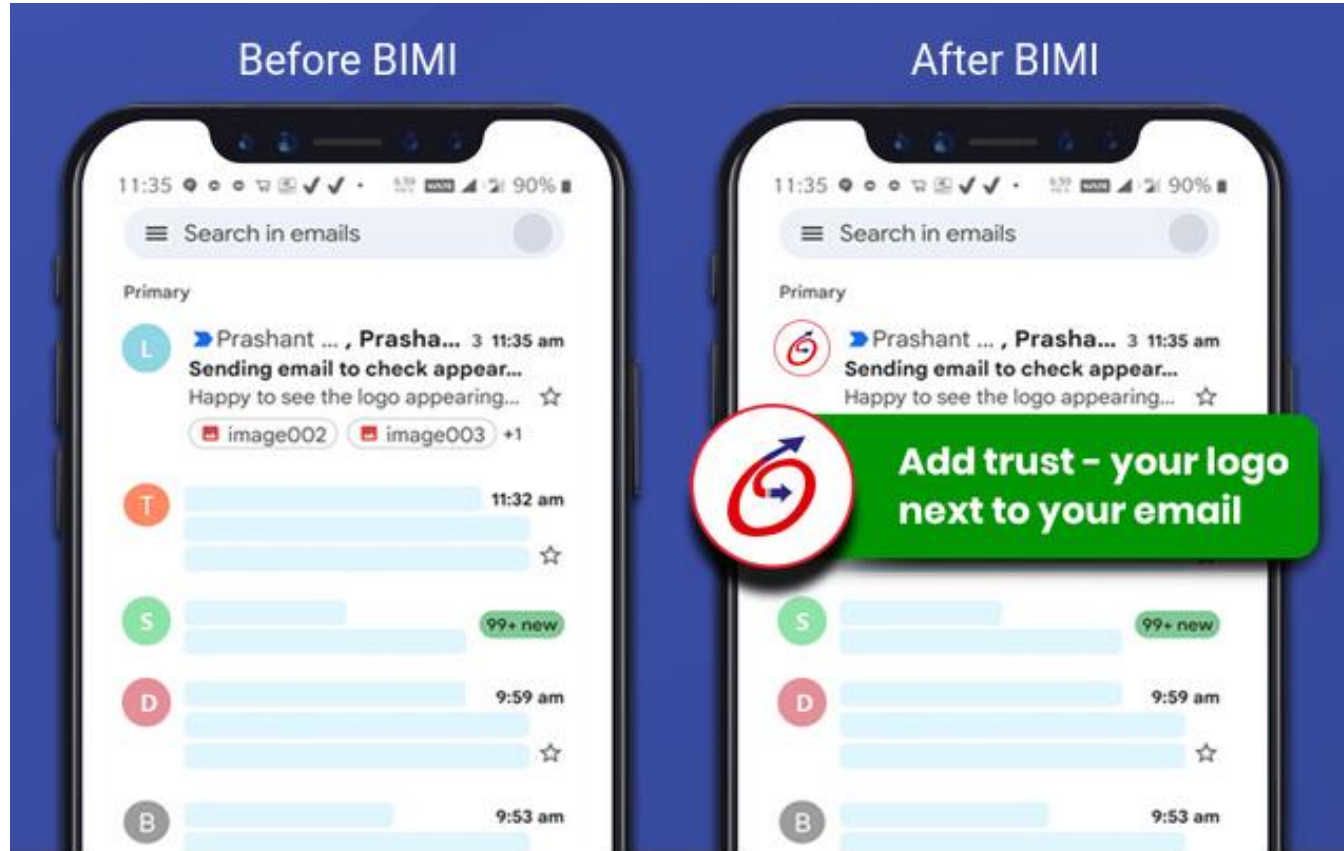
97
GOOD

Activity period ^[?]	RCPT commands ^[?]	DATA commands ^[?]	Message recipients ^[?]	Filter result ^[?]	Complaint rate ^[?]	Trap message period ^[?]	Trap hits ^[?]	Sample HELO ^[?]	JMR P1 Sender ^[?]	Comments ^[?]
	4,373	4,373	4,373	0 Red IPs	< 0.1%		0	0 distinct values	1 distinct values	
6/17/2023 1:00 AM - 6/18/2023 1:00 AM	1768	1768	1768		< 0.1%		0		Abuse reported for: info@scpauctions.com	
6/17/2023 1:00 AM - 6/18/2023 1:00 AM	1706	1706	1706		< 0.1%		0			
6/17/2023 1:00 AM - 6/18/2023 1:00 AM	451	451	451		< 0.1%		0			
6/17/2023 1:00 AM - 6/18/2023 1:00 AM	448	448	448		< 0.1%		0			
	4,373	4,373	4,373	0 Red IPs	< 0.1%		0	0 distinct values	1 distinct values	

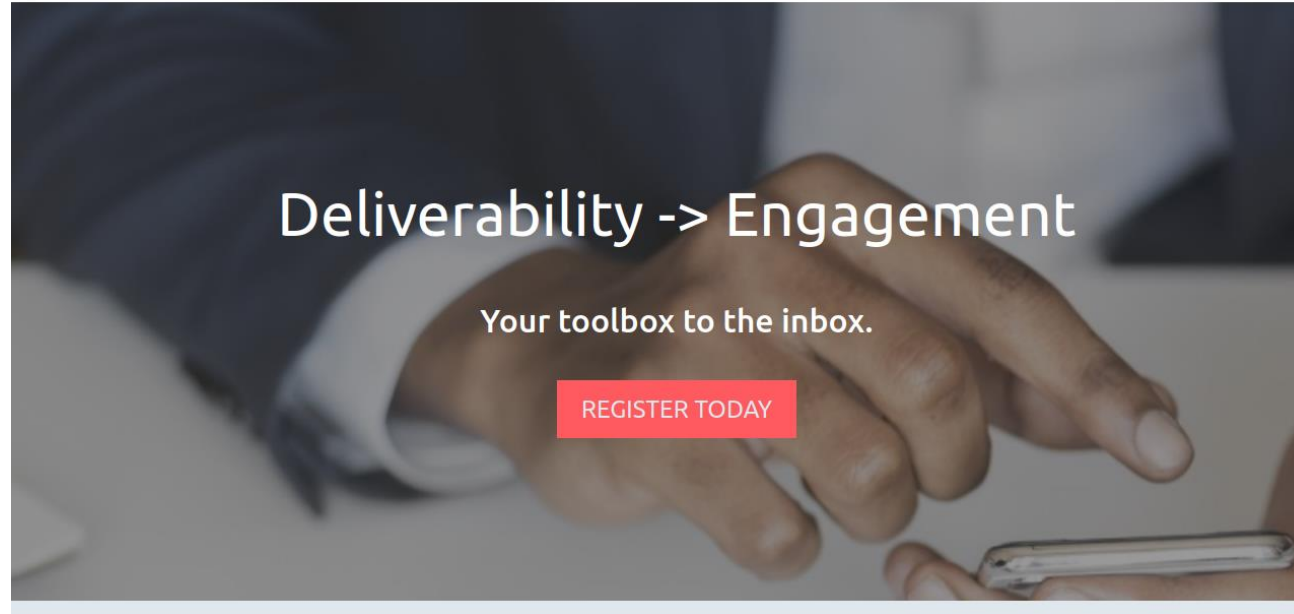
Analyse your bounce rates & logs



BIMI (Brand Indicators for Message Identification)



Redundancy package



Google Postmaster

Email performance analysis.

- Access data and diagnostics
- Allows senders to troubleshoot deliverability issues
- Spam reports
- Feedback loop

Microsoft SNDS

Improve reputation with Outlook.com

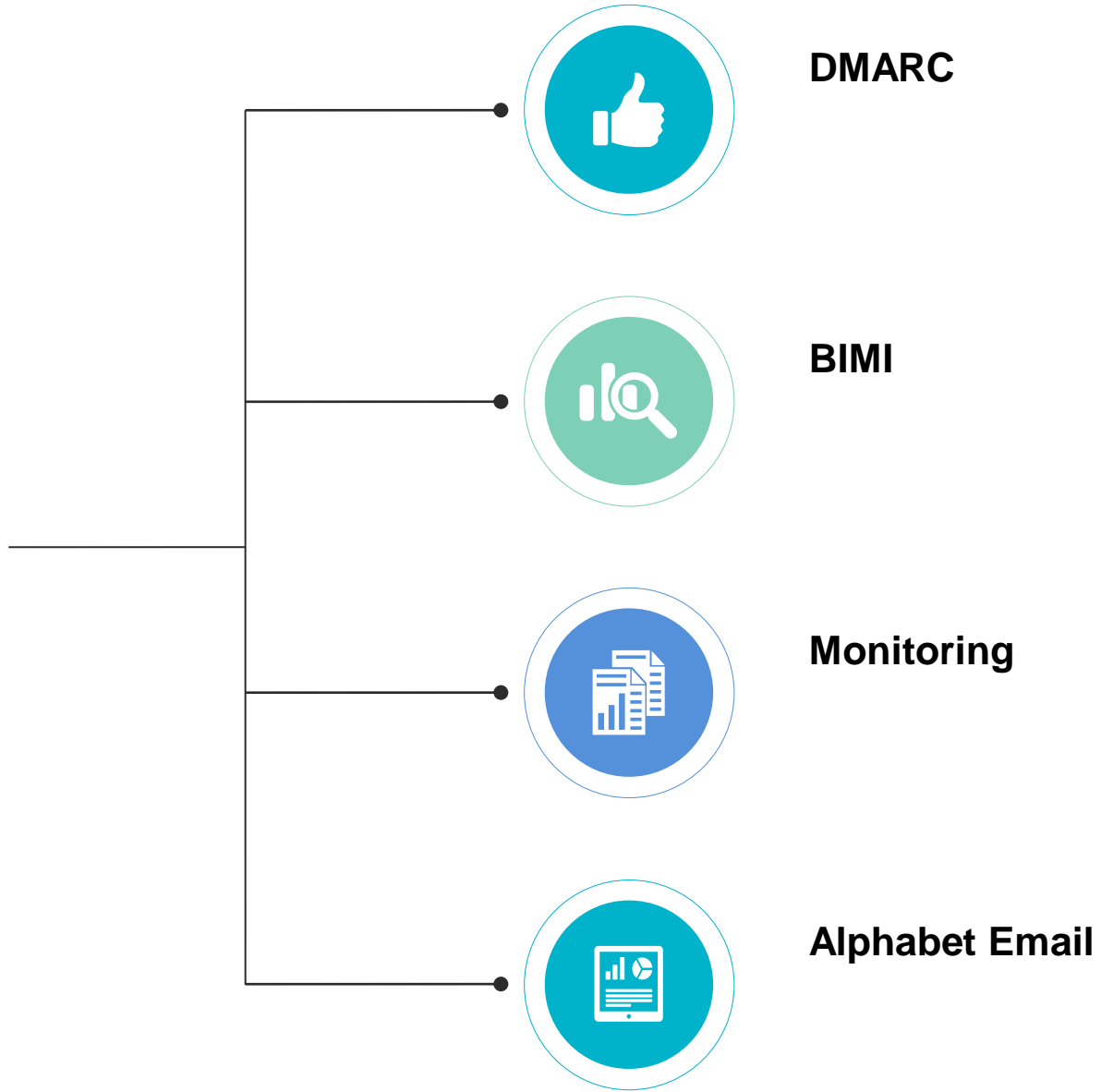
- Data to help you keep your mail list clean
- Data to help you monitor IP reputations for unusual behaviour

Validity Sender Score

How mailbox providers view you

- It measures the health of your email program and IP reputation.
- Is a number between 0 and 100 that identifies the quality of your sender reputation

Exit interview



Thank You



Never you mind



+44 7776 815127



anthony@inboxwizards.com