UNLOCKING THE INBOX:

STRATEGIES FOR EMAIL DELIVERABILITY IN THE FUTURE

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THE
INBOX CLUB
NO TRUST
NO ENTRY
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DRESS CODE FOR TONIGHT

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01 Preparing for the Big Night Out

02 The Moment of Truth: Facing the Bouncer

03 The Hangover Morning

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ONE JOB. ONE SUBDOMAIN. NO CONFUSION.

newsletter.brand.de

Subdomain
(Function)

Org-Domain
(Identity)

Build your reputation upon
a **consistent identity**

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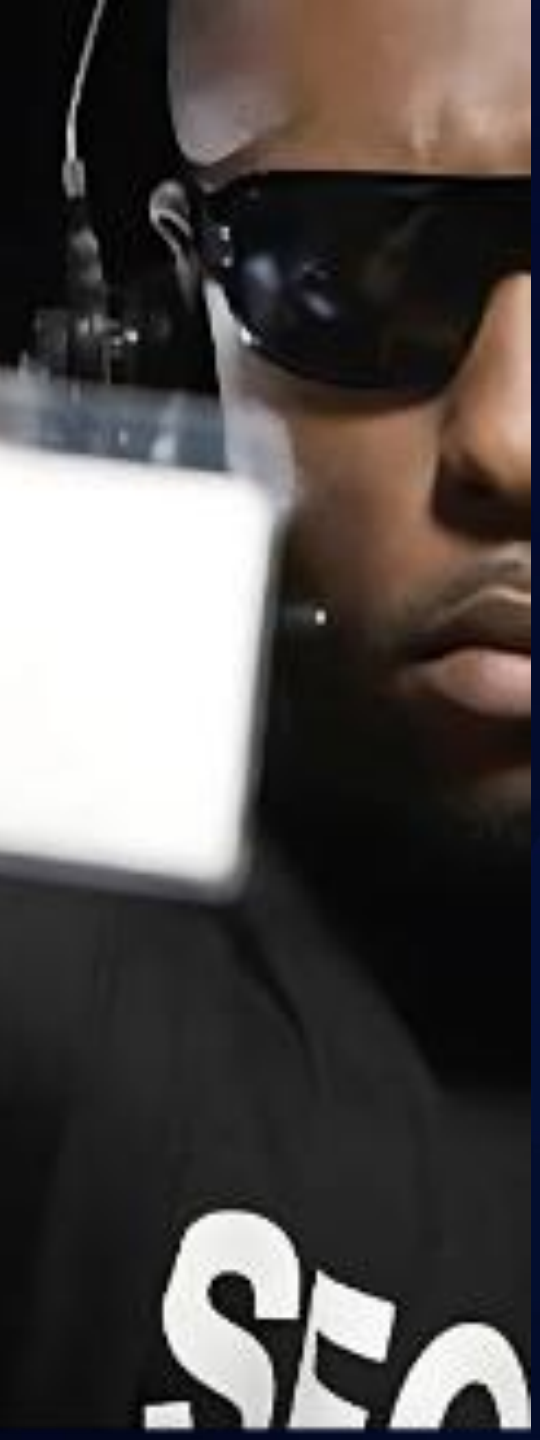

AUTHENTICATION IS THE BASELINE FOR THE REPUTATION YOU DESERVE

DKIM, SPF authenticate.

Alignment anchors authentication to your recipients.

Authenticate. Align (DKIM)

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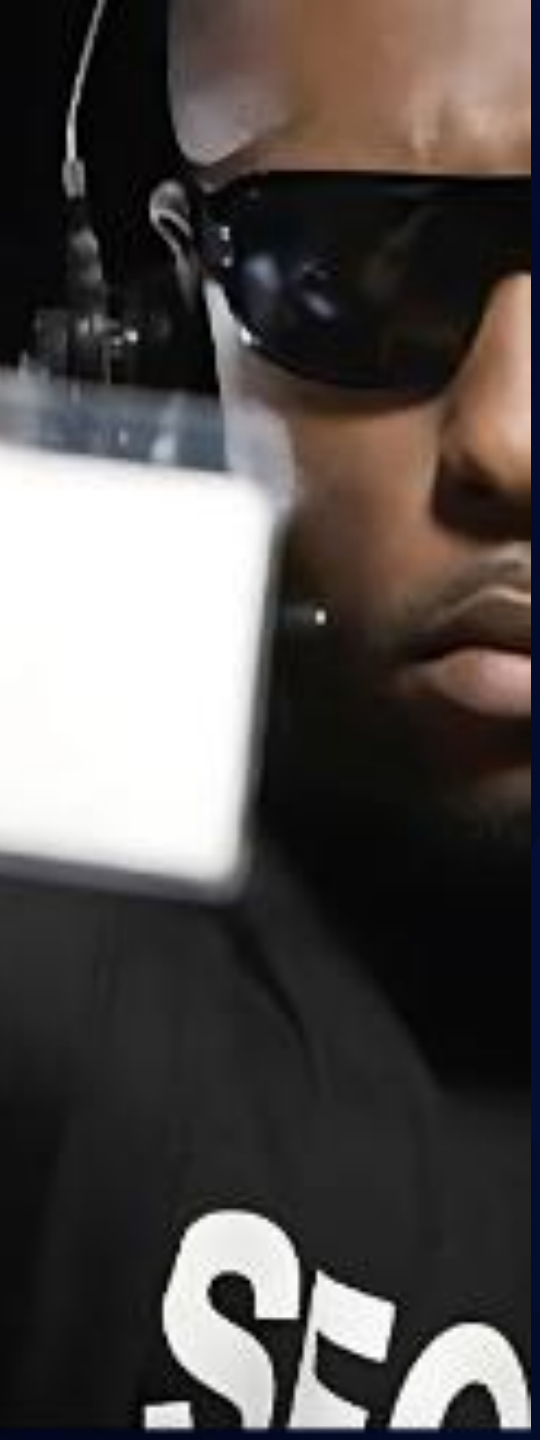

AUTHENTICATION IS THE BASELINE FOR THE REPUTATION YOU DESERVE

DMARC requires alignment.

DMARC signals an action to the mailbox provider.

DMARC tells you what´s happening at the door.

Protect your reputation and monitor RUA

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DNSSEC PROTECTS THE INFRASTRUCTURE THAT AUTHENTICATION RELIES ON

It’s a brand risk.

Your reputation is on the line.

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KNOW YOUR WHY AND KNOW YOUR CUSTOMER

Opt-In

+ Frequency

+ Timing

+ Content

= Expect-in

Be expected

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You're not alone.
And neither is your reputation
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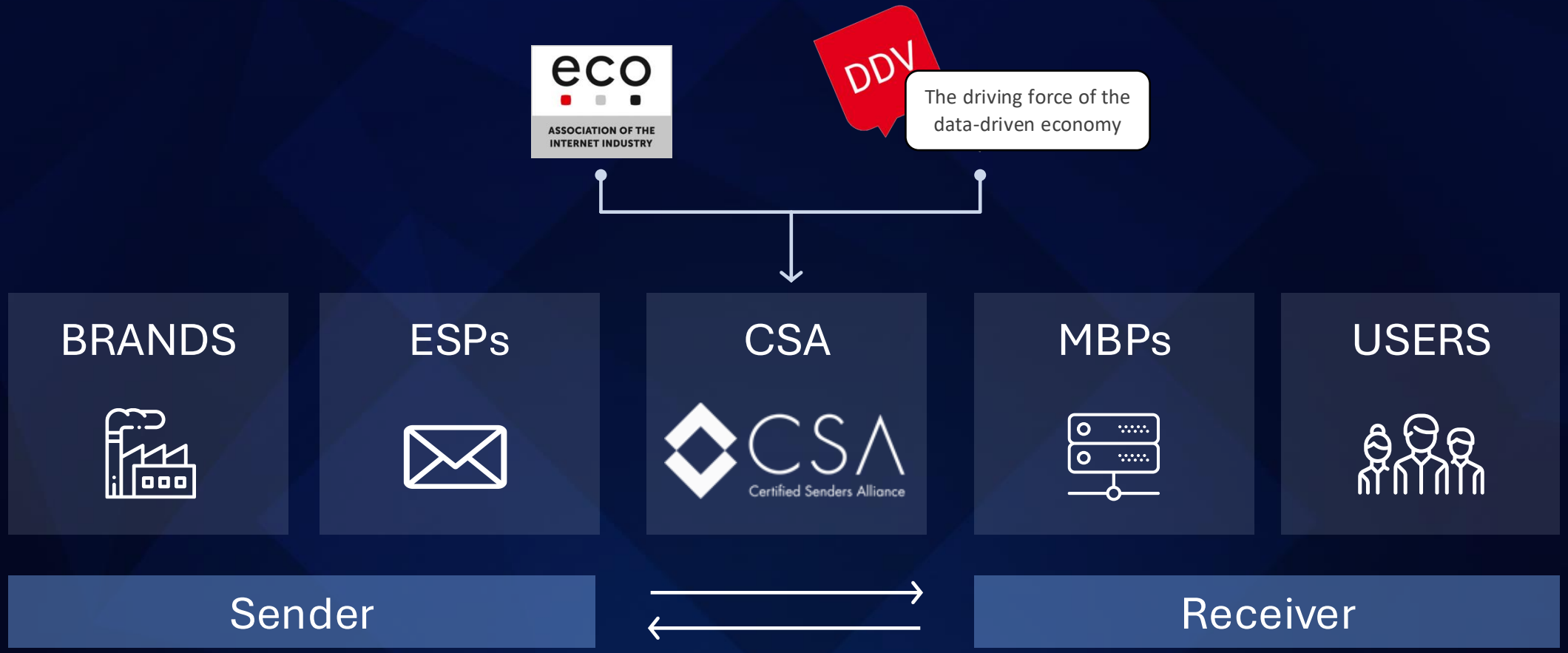
THE CERTIFIED SENDERS ALLIANCE



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NOW THINK EVIL....

What % of incoming connections is blocked?

90%

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MISMATCH?

MISMATCH?
DENIED
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YOUR PAST JUST WALKED IN BEFORE YOU

Positive engagement

e.g. read, click, move (from SPAM or Promotions) to primary folder

Negative engagement

e.g. hitting spam traps, spam clicks or being moved to SPAM, trash, unsubscribe

Avoid any form of **negative engagement**

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A BOUNCE IS A BOUNCE IS NOT A BOUNCE

5xx = Hard Bounce (permanent)

4xx = Soft Bounce (temporary)

Bounce handling:
Treat a bounce like an actionable data point

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WELCOME
TO THE INBOX CLUB
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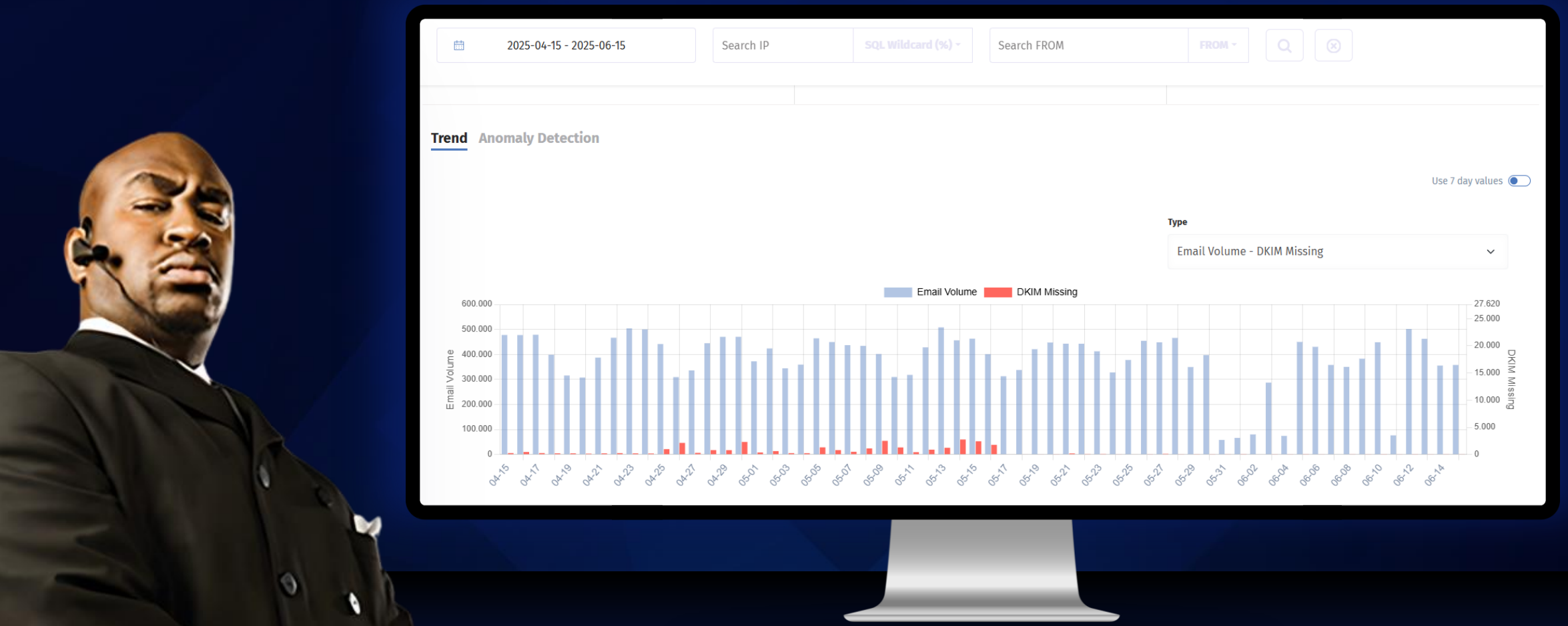
DKIM FAILS SILENTLY



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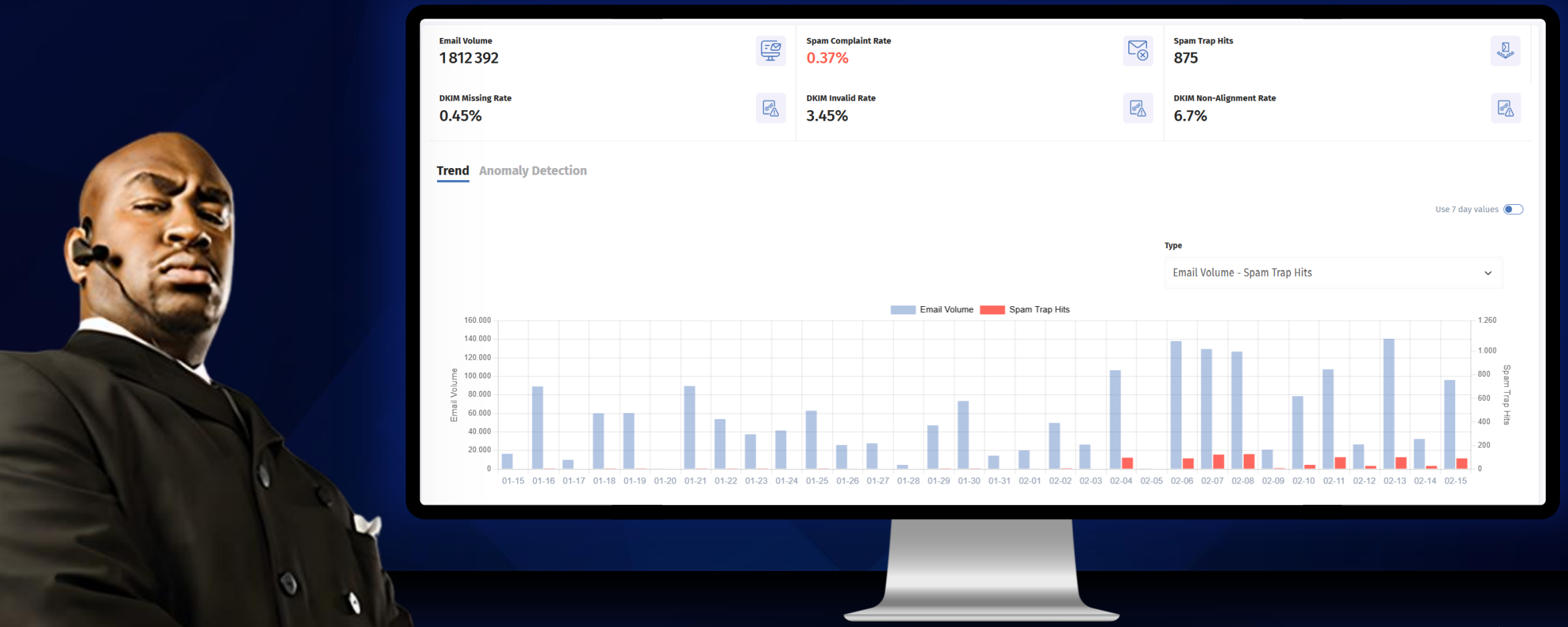
ONE BAD SIGNAL IS A WARNING. SEVERAL AT ONCE? THAT'S A PATTERN



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01

Preparing for
the Big Night Out

Set Up for Trust

02

The Moment of Truth:
Facing the Bouncer

Maintain Trust

03

The Hangover
Morning

Monitor Trust Signals

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FORGET BERGHAIN
THE INBOX CLUB IS WHERE
THE REAL PARTY'S AT
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THANK YOU!

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