



Mastering Email Deliverability for Growth

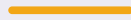
Critical Insights and a 90-Day Action Plan



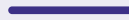
Why Deliverability Matters for marketers



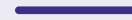
1



2



3



4

Lost revenue

Damaged trust

Lower sales activity

Frustration

Myths

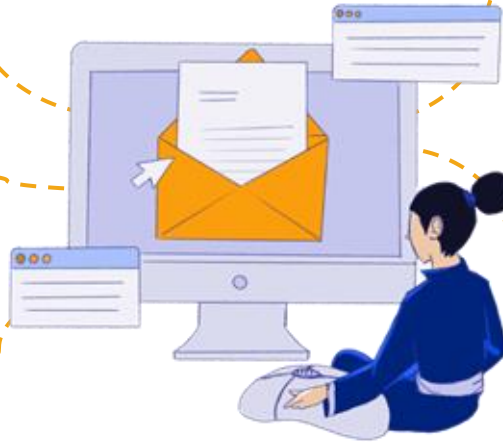
Landing in spam sometime in normal

Spam Words

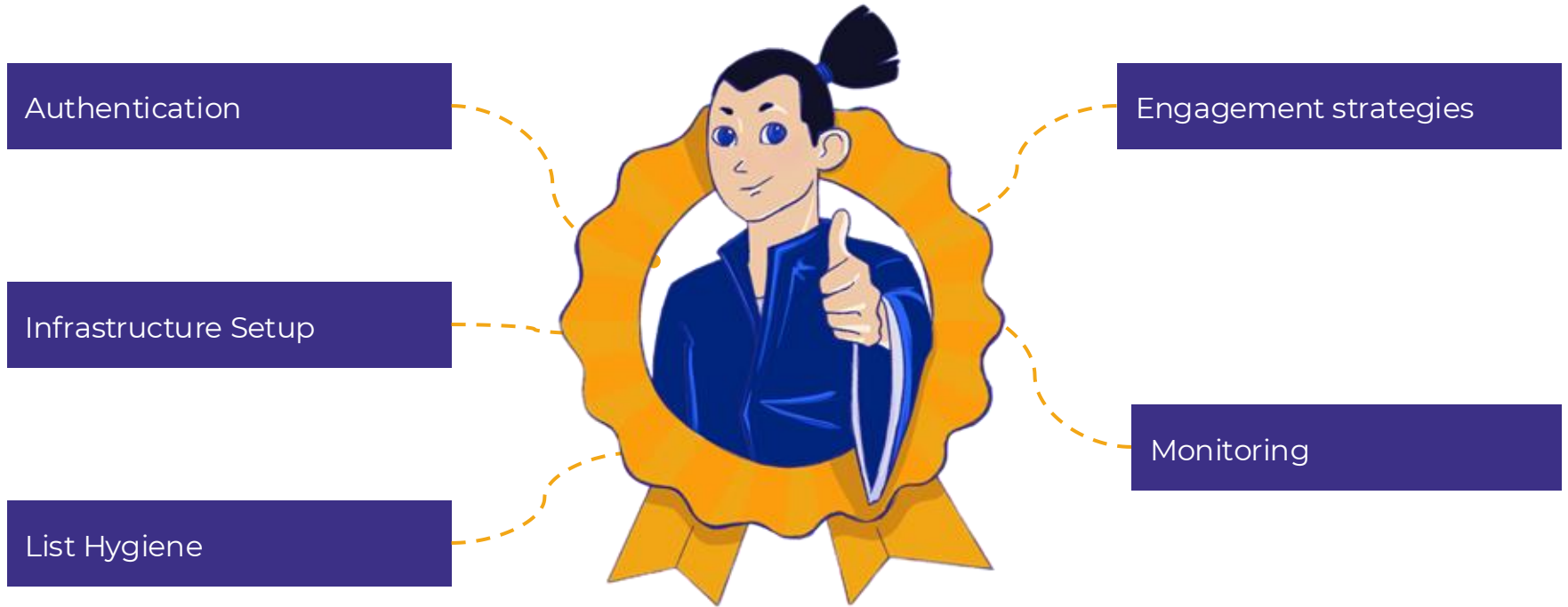
Spam filters don't like my industry!

I am blacklisted!

It's because of *(replace with your email service)!*

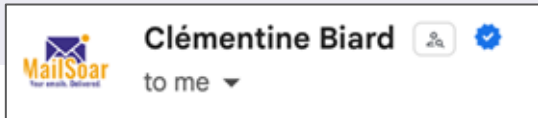


Foundations for your Deliverability



Authentication

- **SPF:** Authorize sending IPs/servers. *(Your VISA)*
- **DKIM:** Sign emails cryptographically to prove legitimacy. *(Your Passport)*
- **DMARC:** Monitor and enforce policies (p=reject for full protection). *(The book of best practice of immigration officers)*
- **BIMI:** (Optional) Boost brand trust with logo display in inboxes.



Infrastructure Setup

- **Subdomain Segmentation:** Isolate transactional, marketing, and product emails.
- **Pick the right IP:** shared IP for flexibility, dedicated IP for reliability.
- **Granular Monitoring:** leverage tools like Google Postmaster directly on your subdomains.



List Hygiene

- Frequently **segment** out inactive recipients
- Perform regular **list cleaning** to remove toxic address with tools like Bouncer.
- Use **double opt-in** for questionable contact sources
- **Suppress hard bounces and spam complaints** immediately.
 - Your ESP should do it for you.



Engagement Strategies

- **Segmentation:** Target active users; re-engage or sunset inactive users.
- **Personalization:** Use merge tags (e.g., first name, company) and behavioral triggers.
- **Frequency Caps:** Limit sends to avoid fatigue (e.g., max 2 marketing emails/week).

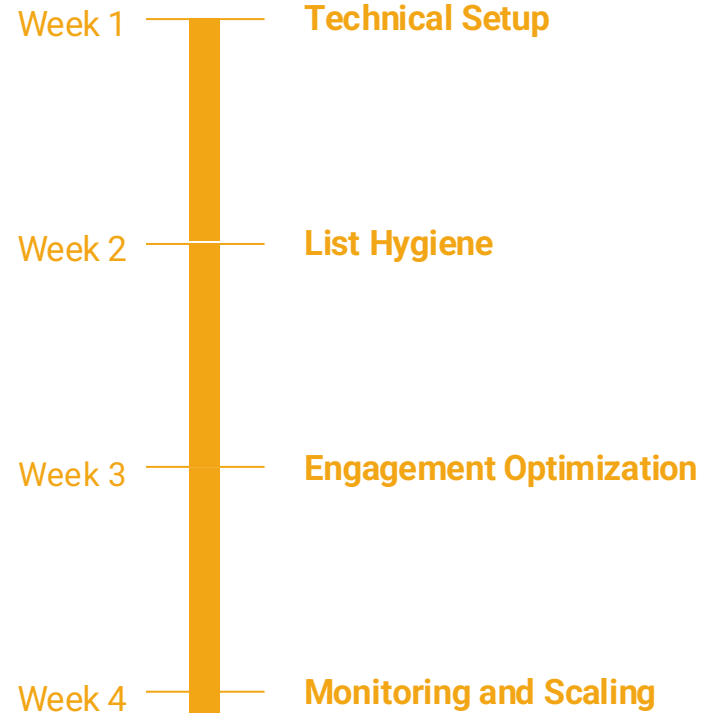


Monitoring and Analytics

- **Google Postmaster Tools:** track your metric at @gmail.com recipients
- **ESP Analytics:** Monitor open, click, bounce, and complaint rates.
- **Seed Testing:** Use tools like GlockApps to preview inbox placement.



Checklist timeline



Week 1: Technical Setup

- ✓ Audit and fix **SPF, DKIM, DMARC** records for all sending domains.
- ✓ Set up **dedicated subdomains** for transactional, marketing, and product emails.
- ✓ Configure **Google Postmaster Tools** and ESP analytics dashboards.
- ✓ Implement **seed testing** (GlockApps) for inbox placement checks.



Week 2: List Hygiene

- ✓ Run a **bulk email verification** to clean lists.
- ✓ Segment lists by **engagement** (Opened an email in X days).
- ✓ Tag **hard bounces, invalid emails and spam complaints** in your ESP to prevent resending.



Week 3: Engagement Optimization

- ✓ Launch a **re-engagement campaign** for inactive users (offer value + unsubscribe option).
- ✓ A/B test **subject lines and content** for product/onboarding emails.
- ✓ Set **frequency caps** for marketing emails (e.g., max 2/week).



Week 4: Monitoring and Scaling

- ✓ Monitor **Google Postmaster** for reputation alerts.
- ✓ Review **ESP analytics** weekly for bounces, complaints, and engagement.
- ✓ Leverage inbox placement testing tools
- ✓ Consider consulting to take the responsibility of your deliverability



Conclusions

- **Get your basics right** then move on to the next items.
- Always put **deliverability first**.
- Engagement metrics are overall quite inaccurate - but **trends are meaningful**.
- Visibility = **better decision-making**.
- **Do not micromanage**.



Questions

All topics are welcome!

