



CLASS 06

The Essentials of Email Deliverability

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1

WHY EMAIL DELIVERABILITY IS IMPORTANT



**EMAIL DELIVERABILITY IS
NOT SOME SECRET WAY
INTO THE INBOX.**



**EMAIL DELIVERABILITY IS
NOT A PROVEN WAY TO
OUTSMART THE FOLKS AT
GOOGLE AND GET PAST
THE PROMOTIONS TAB**



EMAIL DELIVERABILITY
IS **DEFINITELY** NOT A
SECRET HANDSHAKE
THAT WILL GET YOU
AROUND SPAM FILTERS

EMAIL DELIVERABILITY

The measurement and understanding of how successful a sender is at getting their marketing message into people's inboxes.

**IF YOU SEND EMAIL
THAT PEOPLE DON'T
WANT, THAT DOESN'T
ACTUALLY BENEFIT THEM,
EVENTUALLY YOU WON'T
GET INTO THEIR INBOX.**

Earning customers is hard enough.
Why make it harder?





**IN THE EMAIL WORLD,
PAST PERFORMANCE
DOES INFLUENCE
FUTURE RESULTS**

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2 HOW TO TAKE CONTROL OF YOUR DELIVERABILITY

BEST PRACTICES FOR BEFORE THE SEND

Sources

Permissions

Expectations

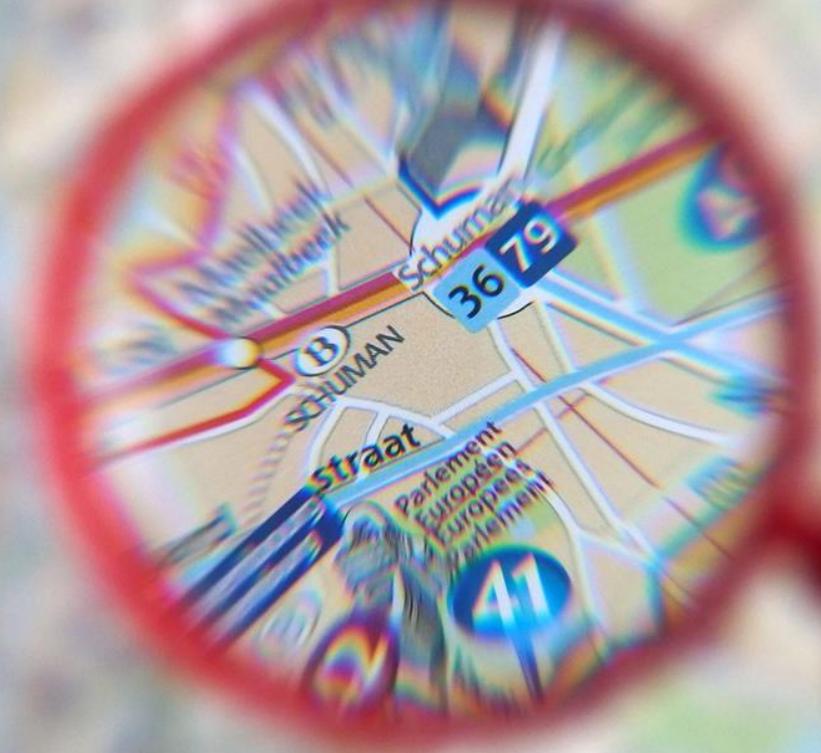
BEST PRACTICES FOR BEFORE THE SEND

Sources

Permissions

Expectations

Take a **close look** at how folks actually got onto your lists. What is their source?



LET'S TAKE A SHORT
BREAK TO **GET REAL**
ABOUT PURCHASED,
ACQUIRED, RENTED OR
APPENDED LISTS



It's about respecting the trust someone places
in you to put a message in their inbox.

ANY EMAIL MARKETING
VENDOR WHO CARES
ABOUT YOUR SUCCESS
100% FORBIDS EMAILING
PURCHASED LISTS.



Email is a **long game.** Your brand is worth it.

**“DO I FEEL GOOD
ABOUT THE SOURCE
OF THIS LIST?”**

BEST PRACTICES FOR BEFORE THE SEND

Sources

Permissions

Expectations

**DID SOMEONE AT YOUR
COMPANY ASK THE
PERSON YOU ARE ABOUT
TO EMAIL FOR PERMISSION?**

DO YOU KNOW WHAT
PEOPLE DON'T LIKE?

SURPRISES.

BEST PRACTICES FOR BEFORE THE SEND

Sources

Permissions

Expectations

**DO THE PEOPLE ON
YOUR LIST EXPECT
YOU TO EMAIL THEM?**

**HOLD YOURSELF, AND
YOUR EMAILS, TO A
HIGHER STANDARD.**

MEASURING YOUR DELIVERABILITY AFTER THE SEND



Engagement metrics



Contact churn metrics

MEASURING YOUR DELIVERABILITY AFTER THE SEND



Engagement metrics



Contact churn metrics



You're looking for trends in your deliverability.



**CLICKS ARE THE PROOF
THAT YOUR EMAIL
MOTIVATED YOUR
RECIPIENT TO ACTUALLY
DO SOMETHING.**

MEASURING YOUR DELIVERABILITY AFTER THE SEND



Engagement metrics



Contact churn metrics

**IF YOU'RE GOING TO BE
REJECTED BY EMAIL,
THE UNSUBSCRIBE IS
BY FAR THE BEST WAY
FOR IT TO GO DOWN.**

EMAIL BOUNCE

A bounce is an email that for some reason was rejected by the recipients mail server.

MOST COMMON TYPES OF BOUNCES

- Recipient bounces
- Content bounces
- Reputation bounces
- Temporary failures

BOUNCE CODE

A three-digit number that begins with either a four or a five.

BOUNCE MESSAGE

Theoretically tells you why your message got rejected.

**CODES THAT START
WITH A **FOUR** MEAN
IT'S A TEMPORARY
BOUNCE. YOU CAN TRY
AGAIN LATER.**

CODES THAT START
WITH A **FIVE** MEAN
THE EMAIL ADDRESS
SHOULD NEVER
BE TRIED AGAIN BECAUSE
IT WILL NEVER WORK

RECIPIENT BOUNCES

Have a 500 or 550 bounce code. Their message usually tells you this is either no good or never was good. Also called unknown user bounces.

WHY RECIPIENT BOUNCES HAPPEN

- The address was never valid
- The address was valid at one point, but no longer exists

CONTENT BOUNCES

Have a 571 or 554 code. The mail server, anti-spam service, or software protecting the mail server determined that your content was kinda gross.*

***Yes, that is a technical email term.**

WHY CONTENT BOUNCES HAPPEN

- They didn't like something you linked to
- You didn't have enough actual text content in the email
- Your email copy looks like content that folks have previously marked as spam
- Your email copy was loaded with spelling errors.



Content bounces are some of the best hard bounces because you have a chance to recover later.

REPUTATION BOUNCES

Some system between you and the recipient's mailbox made a judgment call based on your reputation and refused to deliver the message. The bounce codes are either 571, 554, or sometimes 471.

TEMPORARY BOUNCES

Also known as “soft” bounces. Can mean that folks protecting your recipient’s inbox aren’t quite sure what to make of you, so they’re taking a wait and see approach.

GETTING MARKED AS SPAM
WILL **IMPACT YOUR ABILITY**
TO SEND EMAILS TO
PEOPLE WHO LOVE THEM.

Spam complaints should be
really few and far between.



**MOST INBOX PROVIDERS
DON'T ACTUALLY TELL
THE SENDER WHEN A
RECIPIENT MARKS THEIR
MESSAGE AS SPAM.**

THE 3 TO 1 RULE:

Take the spam complaints you're receiving and multiply them by 3.

**DIRECT COMPLAINTS
ARE LIKE SUPER
SPAM COMPLAINTS.**

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3 WHAT DOES DELIVERABILITY LOOK LIKE IN ACTION

WHAT DO YOU
DO WHEN YOUR LIST
IS GROWING, BUT YOUR
ENGAGEMENT IS DROPPING?

EMAIL RATES

The number of folks who are either opening or clicking divided by the total number of people you're sending to.

THE QUICKEST WAY TO BE
A BETTER SENDER IS TO
STOP SENDING TO FOLKS
WHO ARE NOT INTO YOU.

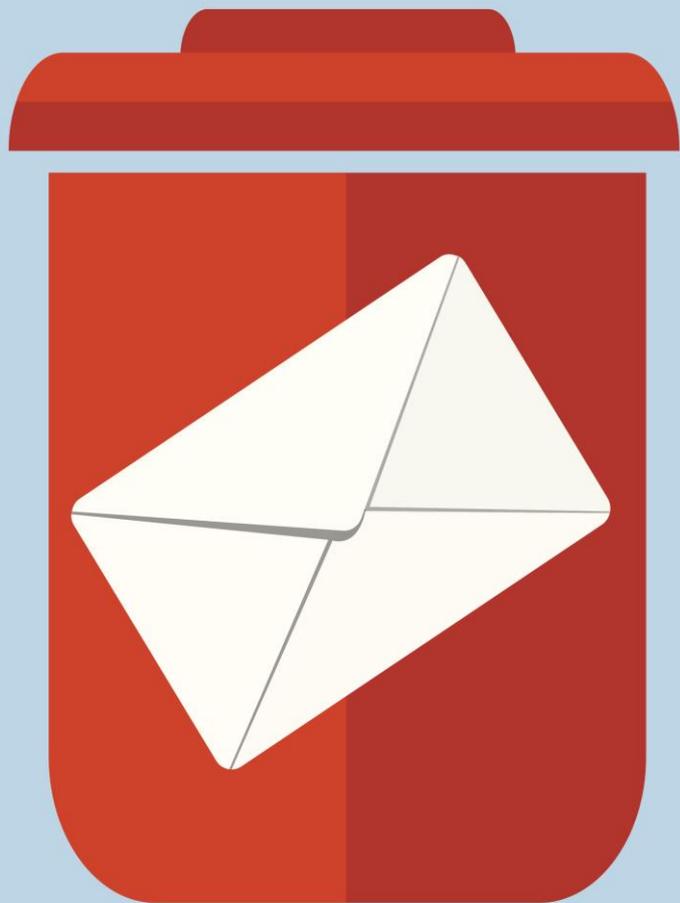


Sending to unengaged contacts is
like the worst lottery ticket ever.

**THE MORE SENDS
THE BETTER, WHEN
LOOKING FOR TRENDS.**

**UNSUBSCRIBES
USUALLY MEAN YOU'RE
NOT MEETING THE
EXPECTATIONS OF
YOUR USERS.**

PRO-TIP: IF UNSUBSCRIBES
GO DOWN, AND
ENGAGEMENT IS DOWN,
YOU'RE NOT GETTING
INTO THE INBOX.



If you send regularly,
your bounce rates
should be really low.

How low? 1% or lower.

A HIGH OR RISING
BOUNCE RATE IS
CLEAR EVIDENCE THAT
THE INBOX PROVIDERS
DO NOT LIKE YOU OR
YOUR CONTENT.

Link shorteners are used by spammers to hide where their links will actually end up.



**YOU OFTEN SEE CONTENT
AND REPUTATION
BOUNCES AFTER A LONG
SLIDE IN ENGAGEMENT.**

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SPAM COMPLAINTS
ARE A LEADING
INDICATOR OF PROBLEMS.

**IF YOU SEE A LOT OF
SPAM COMPLAINTS
COMING FROM A SPECIFIC
SOURCE, FIX THAT
SOURCE. AND FIX IT FAST.**

BEWARE IF YOUR BOUNCES ARE FROM THE SAME:

- Source
- Form
- List
- Conversion Type

FOUR STEP PLAN FOR RECOVERY

1. Apply the Sources, Permissions, Expectations framework
2. Focus on your successes
3. Slowly add back in folks who haven't engaged yet
4. Permanently suppress folks who haven't engaged in the past year

**THE QUICKEST WAY TO
IMPROVE YOUR OPEN
RATE IS TO STOP
SENDING TO PEOPLE
WHO DON'T OPEN.**

**EVENTUALLY, INTERNET
SERVICE PROVIDERS
WILL STOP SHOWING
GREYMAIL TO SUBSCRIBERS.**

THANK YOU.

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