



**shawscott**

## **IP HEALTH + DELIVERABILITY ASSESSMENT**

**It doesn't matter how sophisticated your strategy is; if you're not reaching your audience you may as well go home.**

In mid-2019, we noticed a significant increase in brands experiencing challenges with inbox placement. Upon further investigation, we discovered that in some instances where the ISP made up more than a third of the brands' mailing list, nearly 80% of those messages had been considered junk mail.

It's not always obvious when ISP's have imposed spam filters. Unless you are closely monitoring your deliverability metrics, these issues can easily go unnoticed.

Undergoing a deliverability health assessment will grant you access to valuable insights concerning the status of your IP reputation and highlight any potential issues across major ISP's.

If our assessment discovers that you are experiencing deliverability issues, we'll provide resources and guidance to support you in getting these problems resolved as quickly as possible.

## DELIVERABILITY PACKAGE

Our deliverability assessment is carried out within **3 working days** and is priced at **£1,995**. Each package includes:

01

### Deliverability Performance Analysis

- / Analysis across 6 months of campaign data (provided by the client)
- / Review of all available metrics to help identify any deliverability risks

02

### Content Review

- / Review email content to identify elements that may be impacting deliverability performance

03

### IP Health Assessment

- / Using credible tools, we will assess the overall health of your IP, sender authentication, sender score and blacklist status.
- / Provide an overview of major spam filters such as Barracuda and Spam Assassin

04

### Findings & Recommendations

- / Summary of analysis and diagnosis
- / Recommendations and improvement plan
- / Tools and resources to support resolution

## WHEN SHOULD YOU DO AN IP HEALTH + DELIVERABILITY ASSESSMENT?

- / If you are unsure of your IP reputation status
- / If you have been experiencing deliverability problems and not sure what to do next
- / If you are experiencing unusually low open rates
- / Prior to key sales periods such as Black Friday and the holiday periods

To ensure you are maximising every revenue opportunity, reach out to us today.

CONTACT US