ACTIVATE 19
The Growth Marketing Conference

Richtig, oder Falsch, oder Schnitzel? Differentiating Deliverability Fact, from Fiction, from a Meat Dish

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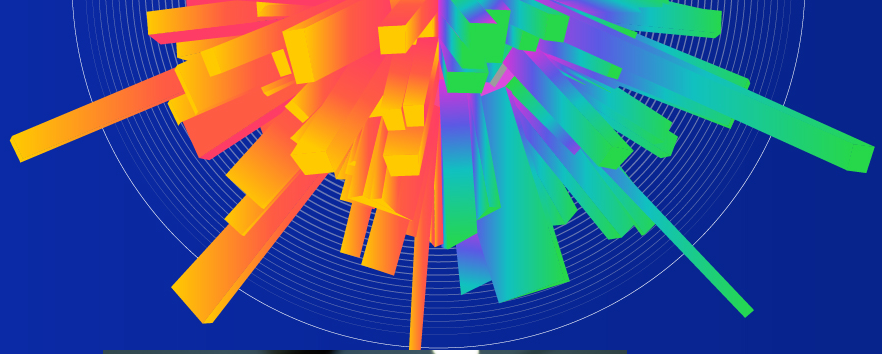
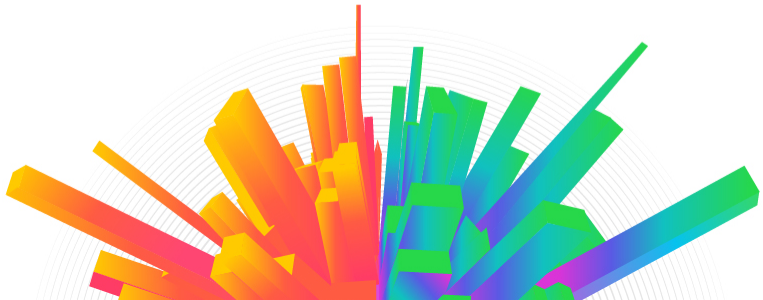


Seth Charles

Principal Email Deliverability and Industry Relations Manager

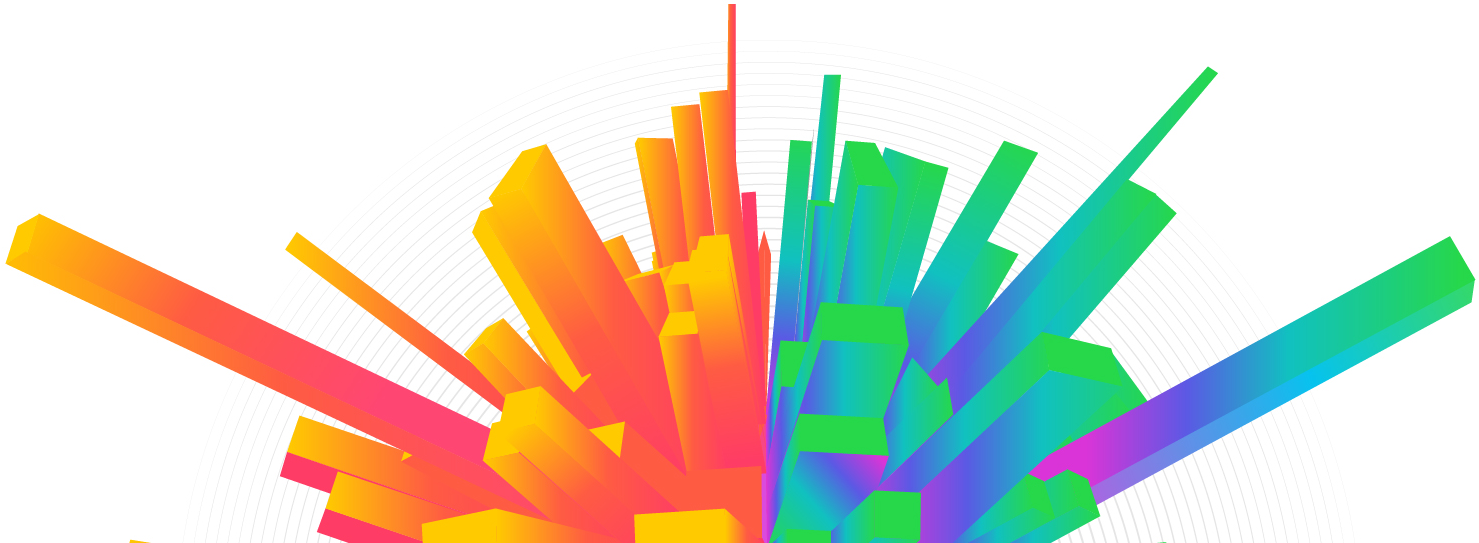
Our Agenda

1. Go through some common deliverability questions
2. Have some fun
3. Grab some drinks



Richtig, oder Falsch, oder Schnitzel?!

Separating significant marketing and transactional volume with independent infrastructure is a good idea.



RICHTIG!

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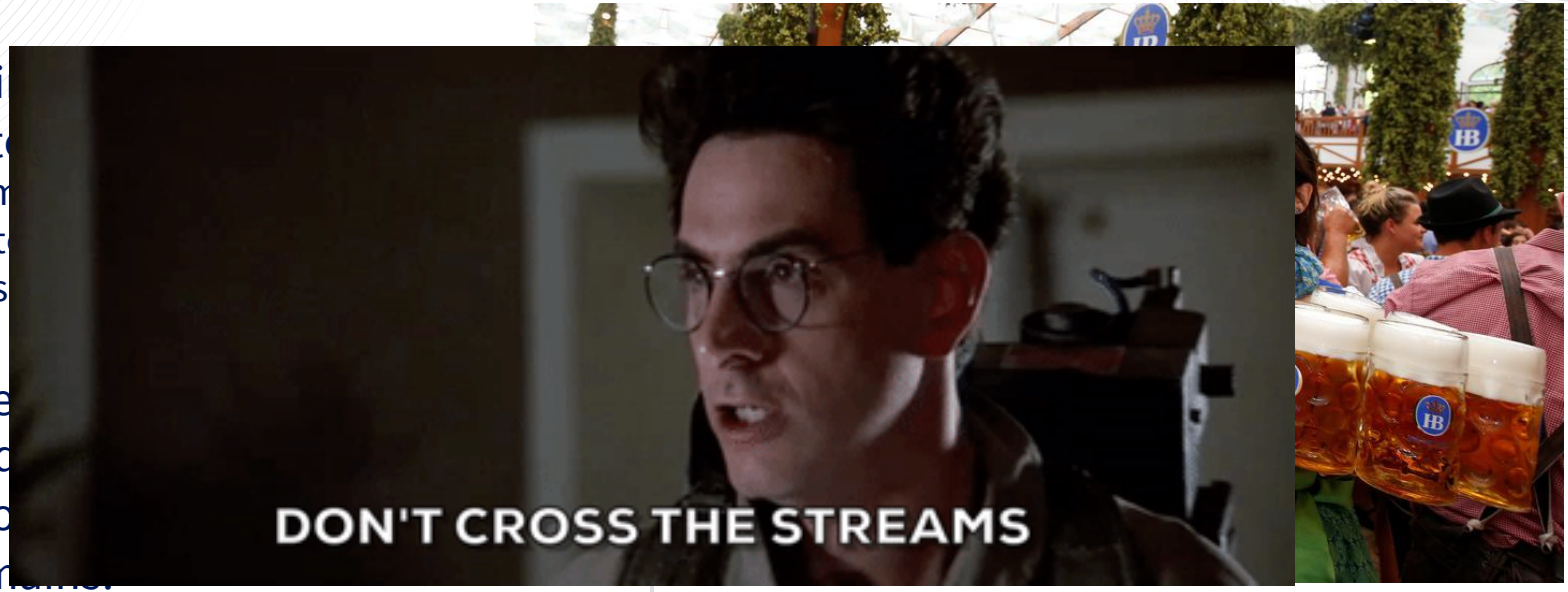
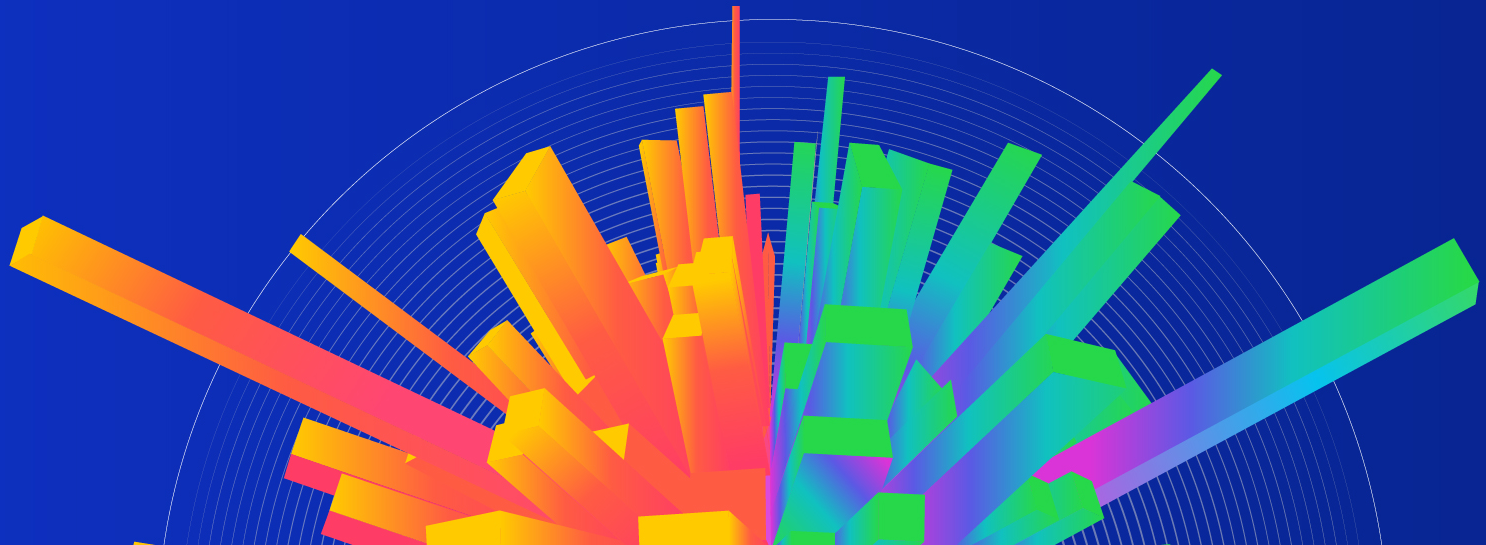


It is your ESP’s responsibility to manage your sender reputation.



FALSCH!

- While they can help monitor and report against proxy data points, ultimately reputation is aggregated and contributed to by the sending behavior of the sender and how much value they are providing their recipients.

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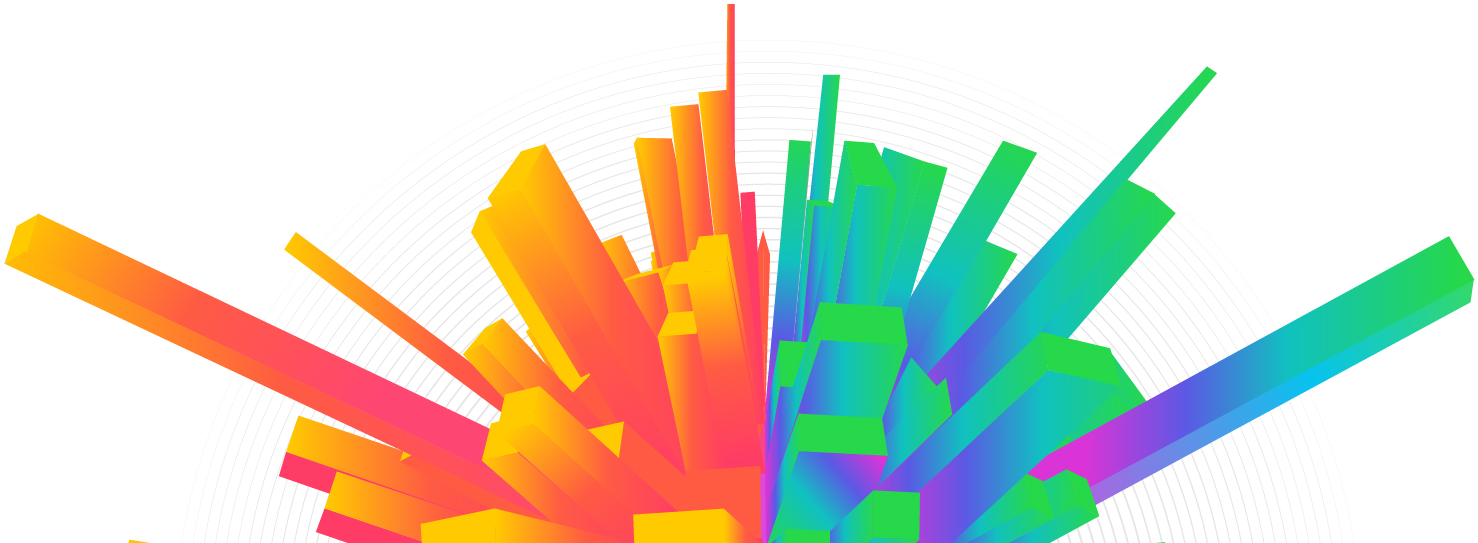
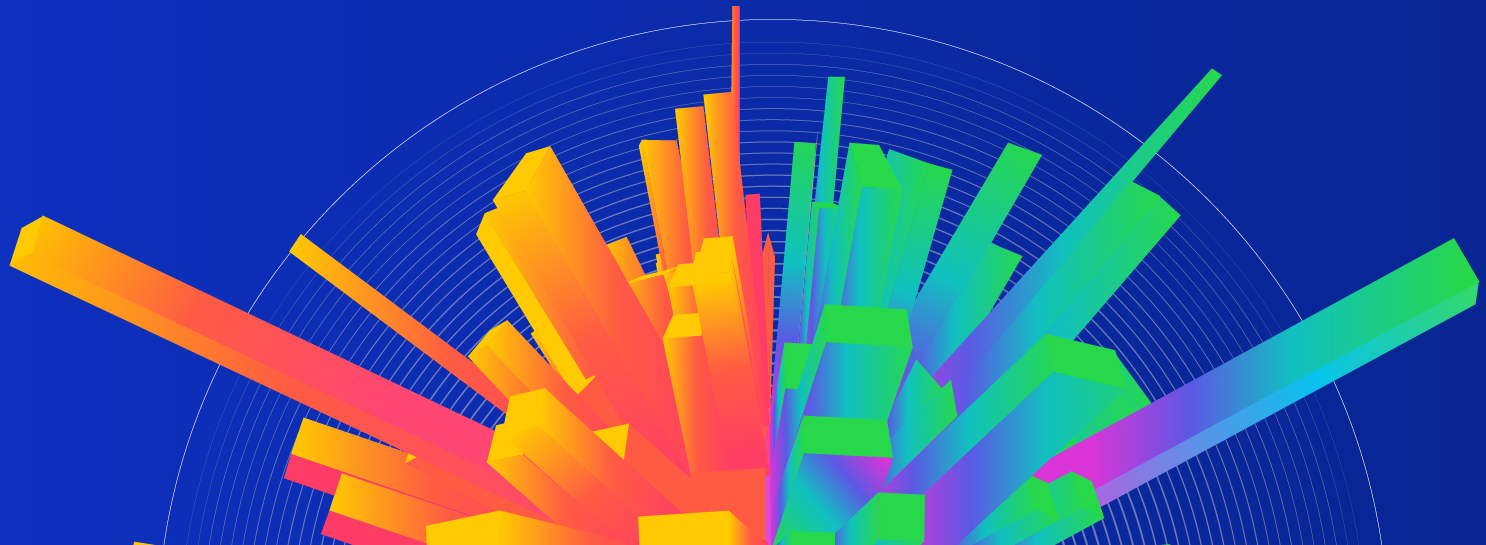
Being on a shared IP space will automatically doom a sender's deliverability.



FALSCH!

- While the recommendation will almost always be that a sender is on a dedicated IP, the industry has made a very noticeable and acknowledged shift towards domain and other authentication values' reputation weight (all are independent of sending IP).

Using an address validation tool or service is a good idea.



SCHNITZEL!

- It can depend on the use case.
- Automatic API real-time validation: good idea
  - Improving incoming data quality
- Batch-upload evaluation: not as good an idea
  - Where was db acquired?
  - How old is the data?

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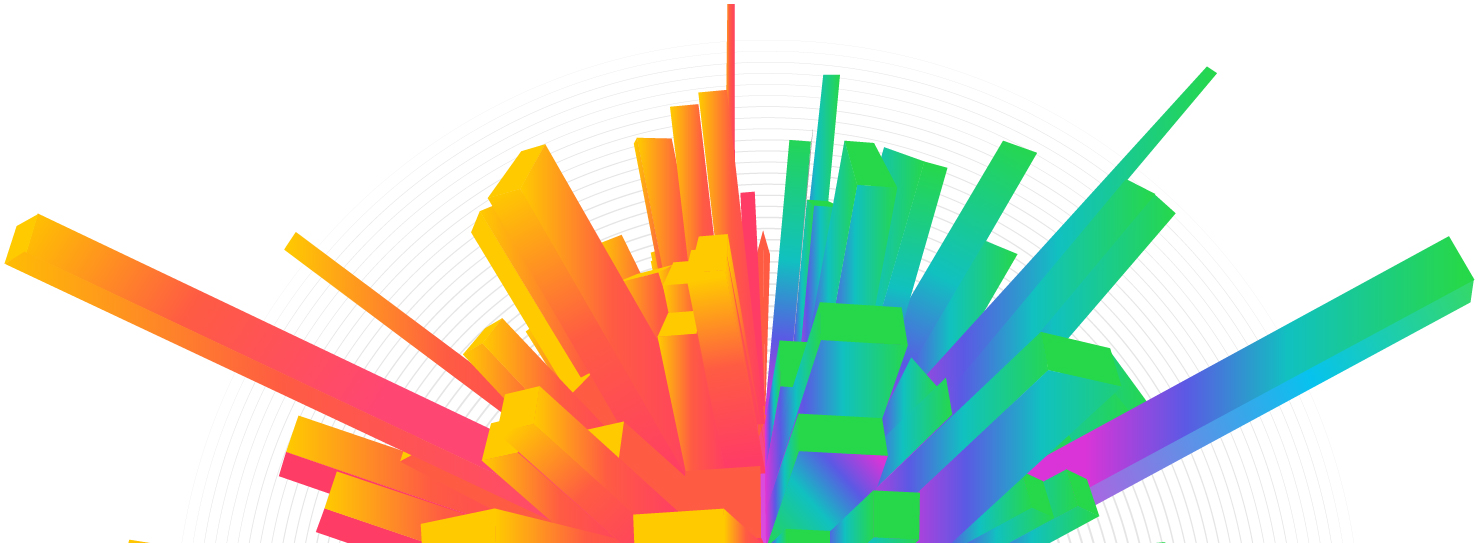
If you’re warming up your infrastructure, your first “live” deployment should be under 100 messages.



RICHTIG!

- Anti-abuse teams at major providers have said they want initial message count from brand new infrastructures to be “tens of emails.”
  - This can be to “internally controlled addresses,” but should remain low for the first couple of days.

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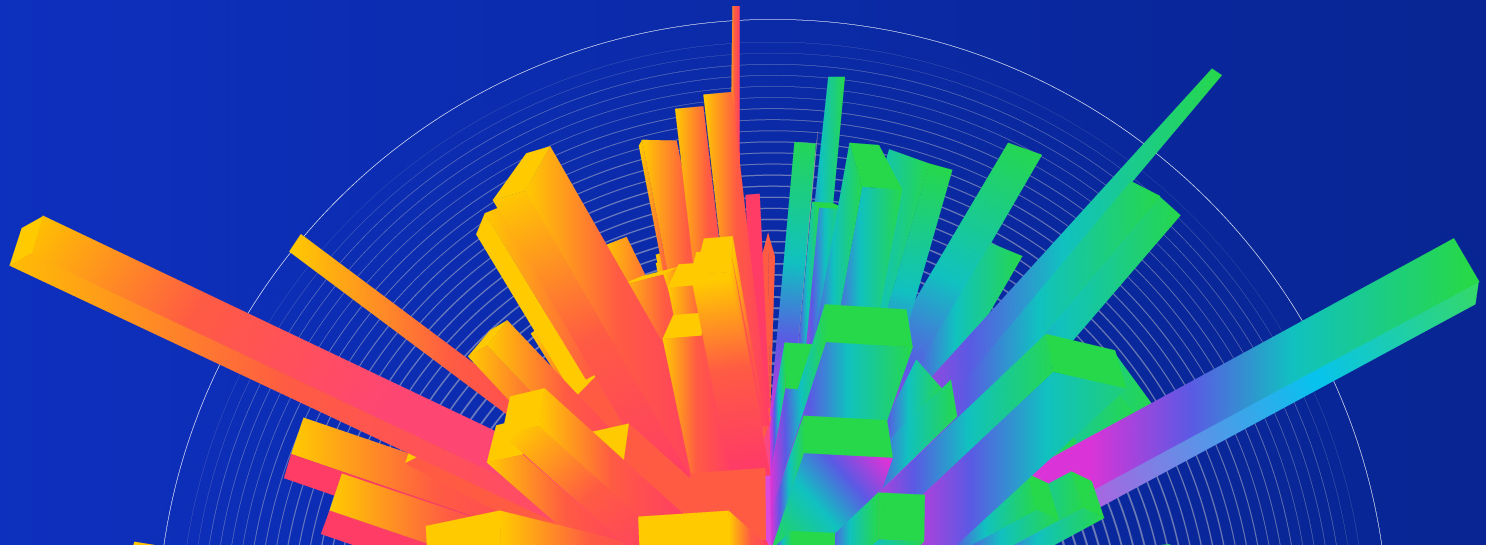
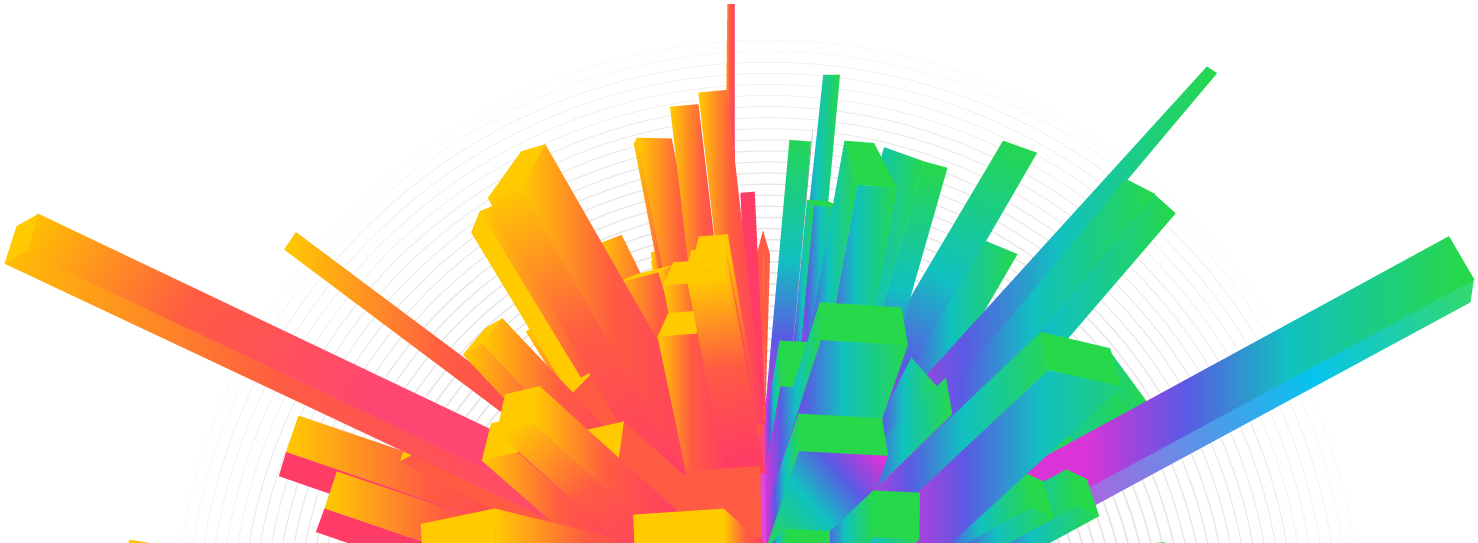
Passing message authentication is a necessary element for successful message deliverability.



RICHTIG!

- One of the most common things we hear from anti-abuse and postmaster teams is “no authentication, no entry” to the inbox. SPF records and DKIM records are very widely accepted protocols and at this point are expected.

If a sender “burns” their infrastructure reputation, an effective solution is to move to a new domain or IP and start fresh.



FALSCH!

- Not only is that something that is pretty easily recognizable by major mailbox providers, it is also one of their biggest annoyances. Jumping around infrastructure is spammy behavior and will definitely garner some filtering attention.
- Your best bet is to evaluate where the opportunities for improvement are and address them to build reputation organically.

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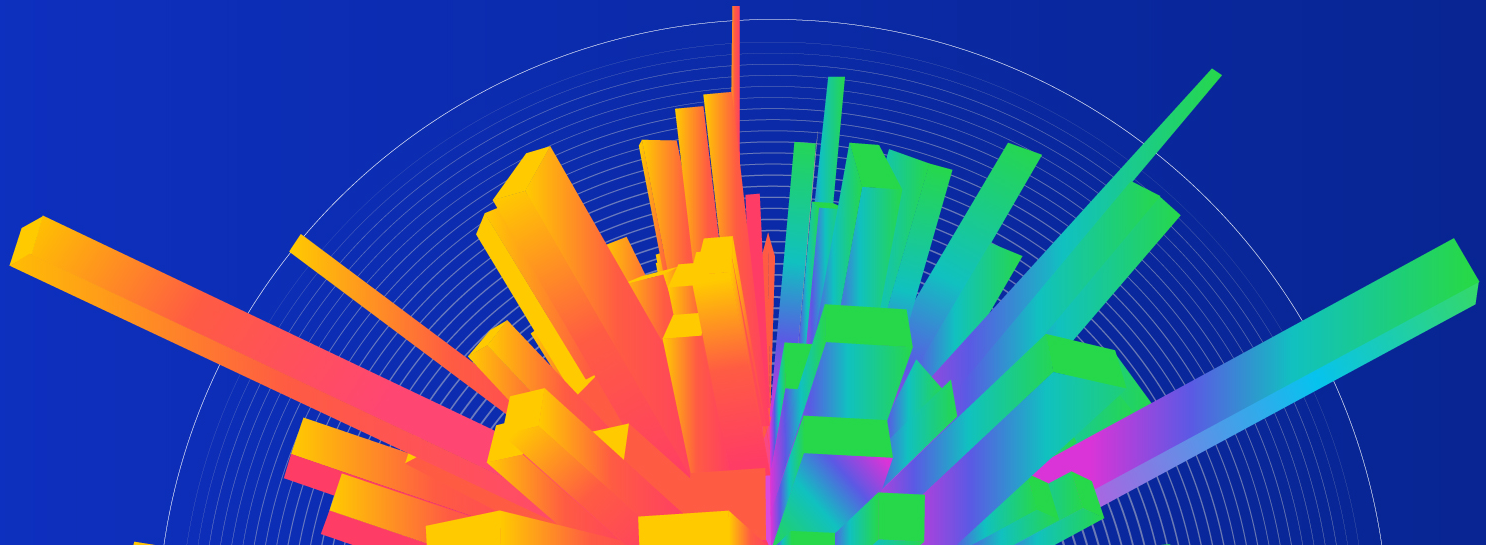
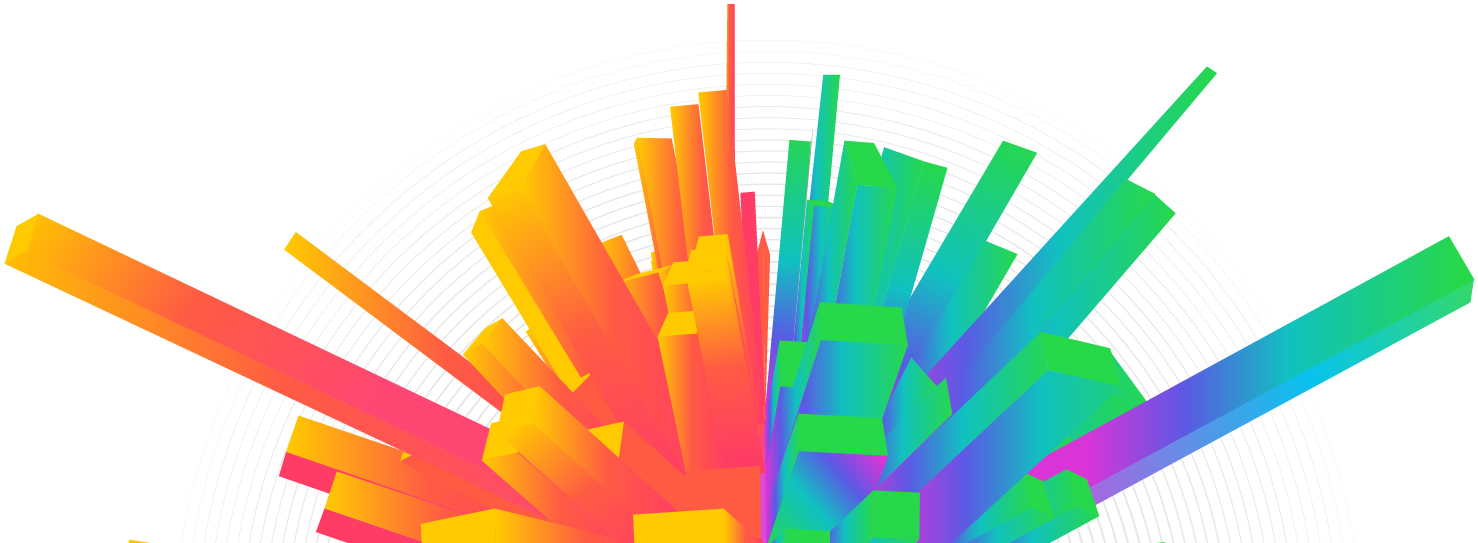
Mailbox provider filtering algorithms will “dock” sender reputation because it’s on a shared IP infrastructure.



SCHNITZEL!

- A sender won't be penalized just for being on a shared infrastructure. The preference is always dedicated, but some business models can't sustain one.
- Filtering algorithms will certainly look harder at your mail, and perhaps evaluate user behavior quicker, but not immediately detract from deliverability.
- This emphasizes the importance of proper authentication, including DMARC!

Senders should re-warm or stagger their volume somewhat if they change a sending element (IP/auth/FROM).



RICHTIG!

- Depending on the significance of the new element (IP, root domain, DKIM value, etc.), senders should understand that filters are going to be looking at that mail closer.
- It is a good idea to focus engagement segments at least initially to allow for algorithms to acknowledge the content and the recipients have a previous relationship.

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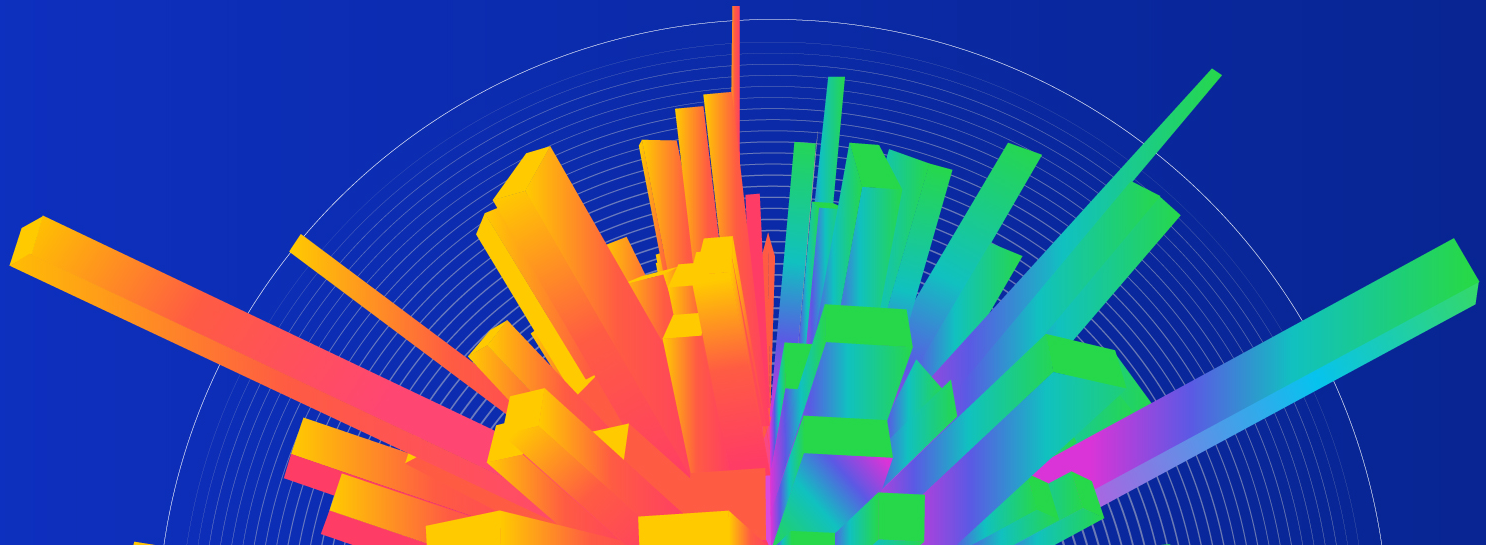
Buying a list of addresses, if vetted properly through a list validation service, can be a great way to get a bump in revenue.



FALSCH! - Kotzen Stadt!

- Buying or renting a list is a really bad idea.
- These lists a
  telltale add
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- Traps found
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  would be "p
- Also bulk uploads are recognized by mailbox provider data connection tests.

1700 Million Email List for Business and Marketing USA Canada - Instant Download

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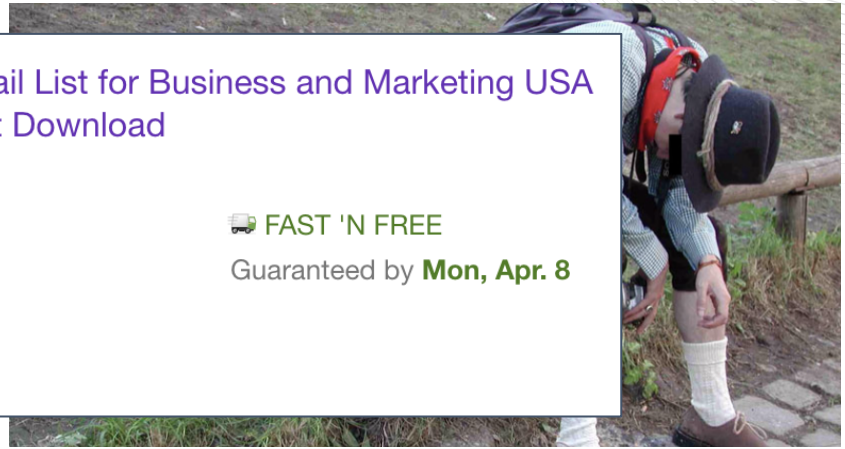

BONUS SCHNITZEL!

Engagement & Frequency

- If your highest recipient message frequency regardless of email engagement is close or identical to (*ahem*) the frequency to those recipients that have no engagement over the course of any extended period, you're at a high risk of attracting some filtering attention.

- Depending on how long this practice continues, a corresponding timeline of extremely conservative sending would be necessary to improve reputation.

BONUS SCHNITZEL TWEI!

Iterable Deliverability Services

- Provide deeper, more holistic insights into email program performance.
- Establish your business's deliverability baselines and provide strategic and tactical recommendations for organic improvement over time.
- Real-time alerting on crucial reputation-damaging issues like spam trap behavior and DNSBL and DBL blacklistings.
- Provide guidance and recommendations around foundational elements of successful email programs like lifecycle analysis, data hygiene and deliverability best practices, etc. to increase program ROI.

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Q&A

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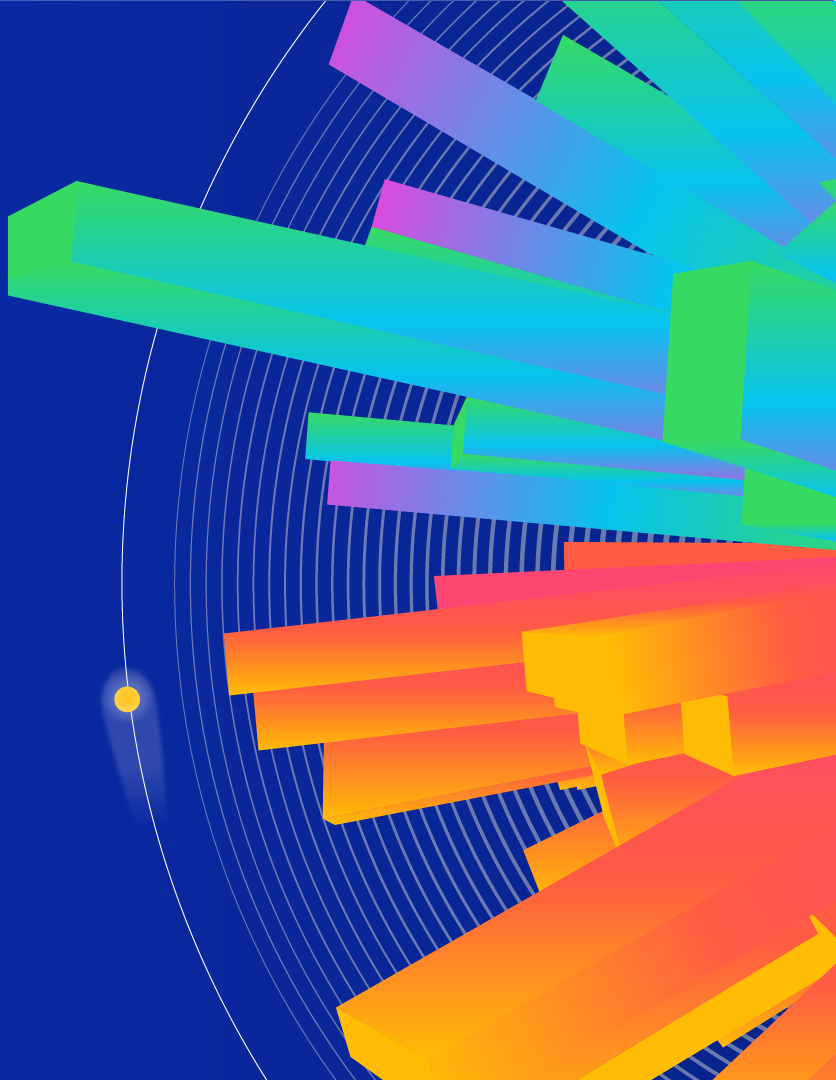
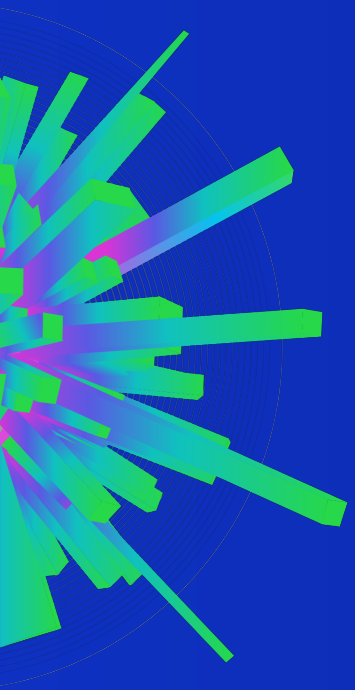


PROST!



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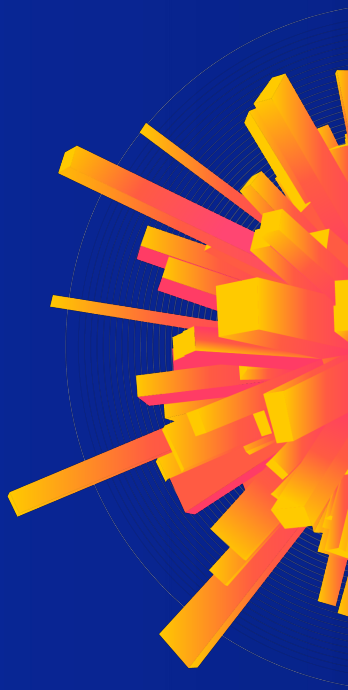
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