Hello and welcome!

While we wait for everyone to join,
share in the chat:

**What word would you use to describe
Peak Season at your company?**
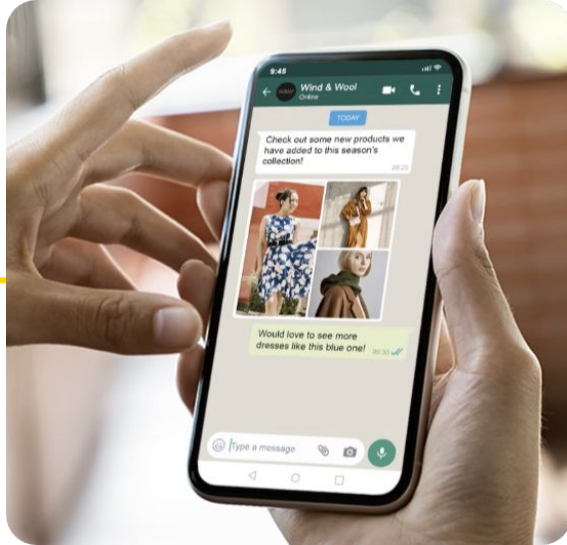
Deliverability Best Practices

For a Magical Peak Season

Meet The Host and Speakers

Michael Mann

Deliverability Consultant,
Bloomreach

William Astout

Strategic Email
Deliverability Consultant,
Bloomreach

Agenda

1. Bloomreach expertise in deliverability

2. 2024 changes in deliverability

3. Email deliverability best practices

4. Mobile readiness

5. Q&A

Bloomreach Deliverability Expertise

bloomreach

TOTAL ECONOMIC IMPACT™ OF
Bloomreach Engagement

Recent study showed that personalization isn't just about customer experience, it's **more profitable.**
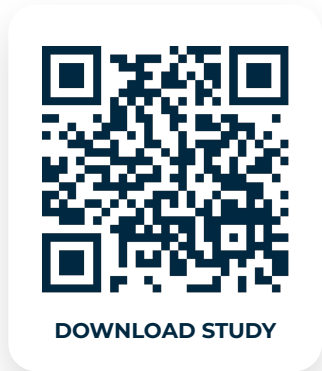
DOWNLOAD STUDY

Improvement in Email Marketing Metrics	Before Bloomreach	After Bloomreach	Percentage Improvement
Email Deliverability	87.8%	98.7%	**12%**
Email Open Rate	29.5%	39.9%	**35%**
Clickthrough Rate	1.2%	2.2%	**83%**
Web Conversion Rate	2.2%	2.8%	**27%**

INCREMENTAL PROFIT FROM EMAIL MARKETING OVER 3 YEARS: $4,565,700

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FORRESTER®

The Total Economic Impact of Bloomreach Engagement is a commissioned study conducted by Forrester Research on behalf of Bloomreach.

Be Part of the 99% Inbox Placement Club

Bloomreach customers using Bloomreach Engagement to the fullest see **over 99% of emails** make it safely into customers' inboxes.

Bloomreach supports customers with:
- hands-on deliverability support
- IP warming services
- dynamic email cadence policy
- GDPR compliance.

Are you ready to join the ranks of other top brands achieving 99% inbox placement?

LEARN MORE

2024 - What's Changed?

2024 New Sender Requirements

- **DMARC authentication:** Publish a DMARC record for your sender domain(s). SPF and DKIM records done by default for ALL Bloomreach clients.

- **One-click unsubscribe:** Enable a one-click unsubscribe process. This setting already exists within your project, please ensure you enable it.

- **Spam rate below 0.3%:** For years, Bloomreach has set up a lower threshold of under 0.1%, however, you will need to set up Google Postmaster reporting in order to monitor spam complaint rates in Gmail.

Coming up - iOS 18 introducing tabs

iOS 18 will be introducing a new email categorisation, similar to tabs in Gmail.

Source: Apple WWDC 2024

Coming up - iOS 18 introducing tabs
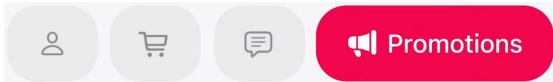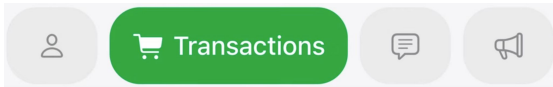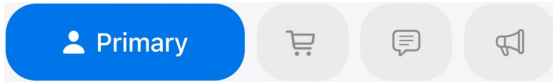
- **Primary:** Focuses on important emails, like those from people you know or time-sensitive messages.
- **Transactions:** Organizes receipts, order confirmations, and other purchase-related messages.
- **Updates:** Stores newsletters, social media notifications, and general updates.

- **Promotions:** Collects marketing, sales, and promotional emails.

Email Deliverability Best Practices

Getting Ready for Peak Trading

- If you wish, **you can share your Black Friday / peak trading sending plans** with the Deliverability team or your CSM and we will give you our feedback.

- If required, we can look at adding **a temporary additional IP to give you additional bandwidth and throughput** to your sending over this time.

- **Please note new IPs need to be warmed up**. This is not something you need to do. That job is done by our email platform partners. They will write a script which gradually adds more and more volume to the dedicated IP. It takes 15 sends for the new IP to be fully warmed up.

Getting Ready for Peak Trading

You want to be going into Black Friday / peak trading with the best possible sender reputation. If you haven't already done so, **sign up to Microsoft SNDS and Google Postmaster reports**. These reports will give you important insights into your sender reputation. Notes on how to sign up for these reports have been appended.

Microsoft SNDS reports will provide the following:
1. Number of messages sent from your IP(s) to Microsoft recipients
2. Reputation of your sending IP addresses (either green, yellow, or red)
3. Amount of bounces
4. Bounce percentage
5. Complaint percentage
6. Number of Spam trap hits

Getting Ready for Peak Trading

Microsoft SDNS: The colour coding of your IP gives you a good indication of your IP health. Green is good and it means that less than 10% of your emails are being sent to the spam folder. Red is bad, meaning more than 90% of your emails are hitting the spam folder and yellow is somewhere in between. For good deliverability, your IPs need to be achieving green status.

Result	Example	Verdict percentage
Green		Spam < 10%
Yellow		10% < spam < 90%
Red		Spam > 90%

Getting Ready for Peak Trading

View Data: 161.38.205.209

Below is the data history for the selected IP, 161.38.205.209. Please note that days where it sent less than 100 messages will be indistinguishable from days where it sent no messages at all, because neither will show up below.

The date and times in the displayed data below are rendered into your preferred timezone:
All available data for 161.38.205.209 are displayed below. Please note that days where the IP sent very low volume (fewer than 100 messages) are not included.

The data is divided into days based on the U.S. Pacific time zone, however the activity periods in the table below are shown according to your preferred time zone:
(GMT-06:00) Central Time (US & Canada)

v Activity period [?]	RCPT commands [?]	DATA commands [?]	Message recipients [?]	Filter result [?]	Complaint rate [?]	Trap message period [?]	Trap hits [?]	Sample HELO [?]	Sample MAIL FROM [?]	Comments [?]
Total: 90 days	20,963,007	20,962,523	20,955,746	0 red days	< 0.1%		1	0 distinct values	0 distinct values	
2/15/2022 6:00 PM - 2/16/2022 6:00 PM	158131	158127	158035		< 0.1%		0			
2/14/2022 6:00 PM - 2/15/2022 6:00 PM	298775	298770	298557		< 0.1%		0			
2/13/2022 6:00 PM - 2/14/2022 6:00 PM	282553	282548	282404		< 0.1%		0			
2/12/2022 6:00 PM - 2/13/2022 6:00 PM	141985	141984	141912		< 0.1%		0			
2/11/2022 6:00 PM - 2/12/2022 6:00 PM	286377	286373	286368		< 0.1%		0			
2/10/2022 6:00 PM - 2/11/2022 6:00 PM	213003	212998	212925		< 0.1%		0			
2/9/2022 6:00 PM - 2/10/2022 6:00 PM	357202	357202	357075		< 0.1%		0			
2/8/2022 6:00 PM - 2/9/2022 6:00 PM	177083	177080	177023		< 0.1%		0			
2/7/2022 6:00 PM - 2/8/2022 6:00 PM	224065	224061	224009		< 0.1%		0			
2/6/2022 6:00 PM - 2/7/2022 6:00 PM	198919	198917	198846		< 0.1%		0			
2/5/2022 6:00 PM - 2/6/2022 6:00 PM	196404	196402	196397		< 0.1%		0			

This is an example of what the SNDS report looks like, It includes the colour filter result and the spam complaint activity and the number of spam trap hits you have incurred on the Microsoft network

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Getting Ready for Peak Trading

Google Postmaster reports will offer you insights into:

1. **IP reputation**
2. **Domain reputation**
3. **Spam Complaint Rate**
4. **Delivery Errors**

Please note Google (Gmail) do not send data back to any email platform with regard to spam complaints. The only place you can monitor your Gmail spam complaint rate is via the Google Postmaster reports

Finally, it is worth noting that Google place more emphasis on domain reputation than IP reputation.

Getting Ready for Peak Trading
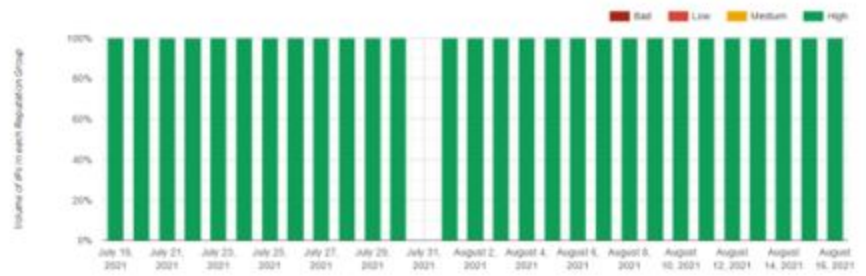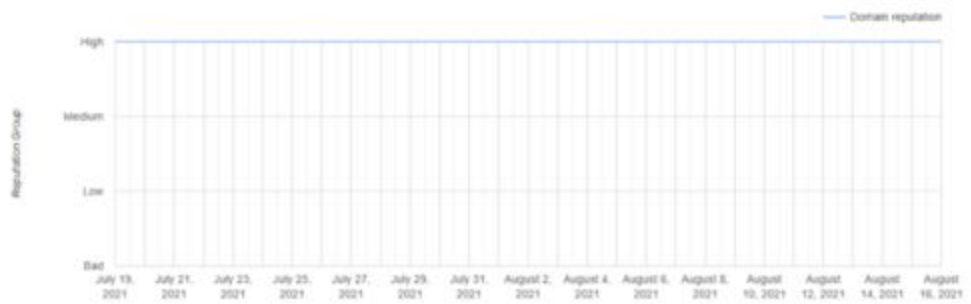
Knowing your Reputation

Targets and thresholds for the main email metrics.

Achieving these metrics and staying under key thresholds is a good indication of having a healthy sender reputation

Metric	Target or Threshold
Delivery Rate	99+%
Click to Delivered Rate	2 to 5%
Hard Bounce Rate	Less than 0.5%
Soft Bounce Rate	Less than 0.5%
Unsubscribe Rate	Less than 0.5%
Spam Complaint Rate	Less than 0.05%

Getting Ready for Peak Trading

If you're still unsure of your sender reputation, you can reach out to your CSM who will ask the Bloomreach deliverability team for guidance on setting up SNDS and Google Postmaster Tools.

Key Question

"How do I improve my sender reputation ahead of Black Friday?"

Improving your Reputation

Firstly, you need to **identify the cause of your impacted reputation**. The most significant things that could be lowering your reputation are:

1.   **Spam trap hits, typo domains, mailbox full**
2.   **Spam complaints**
3.   **Targeting a disengaged audience with too high a frequency**
4.   **Your sending speed is too fast**

Spam Trap Hits:
If you are seeing high volumes of spam trap hits (via Microsoft SNDS or feedback from Bloomreach deliverability) you will need to **clean up your list**. Spam traps are real email addresses operated by ISPs, and they only serve to identify spammers and senders with poor list hygiene. The good news is that we can clean the list by means of a **list validation service**.

Improving your Reputation

Spam Complaints:
The threshold for spam complaints is super low and is less than 0.05%! If you are receiving spam complaints higher than this rate, this will be **impacting on your reputation and your inbox placement**.

You need to consider why people are reporting you as a spammer? The number one reason is that you are targeting a disengaged audience with too high a frequency. We will discuss that next. However, the steps you can take to reduce this are:

1. **Reduce your frequency** to certain segments who have clearly "tuned out"

2. **Bring the unsubscribe link to the top of the email.** If people want to leave your list, don't make them scroll through the length of one of your emails to find the unsubscribe link. Remember, the spam complaint button is always within the top navigation of all email apps.

Improving your Reputation

Spam Complaints:

Unsurprisingly, **global sending volumes reached all-time highs on both Black Friday (November 25th) and Cyber Monday (November 28th)**

Source:https://www.validity.com/blog/black-friday-email-breakdown/
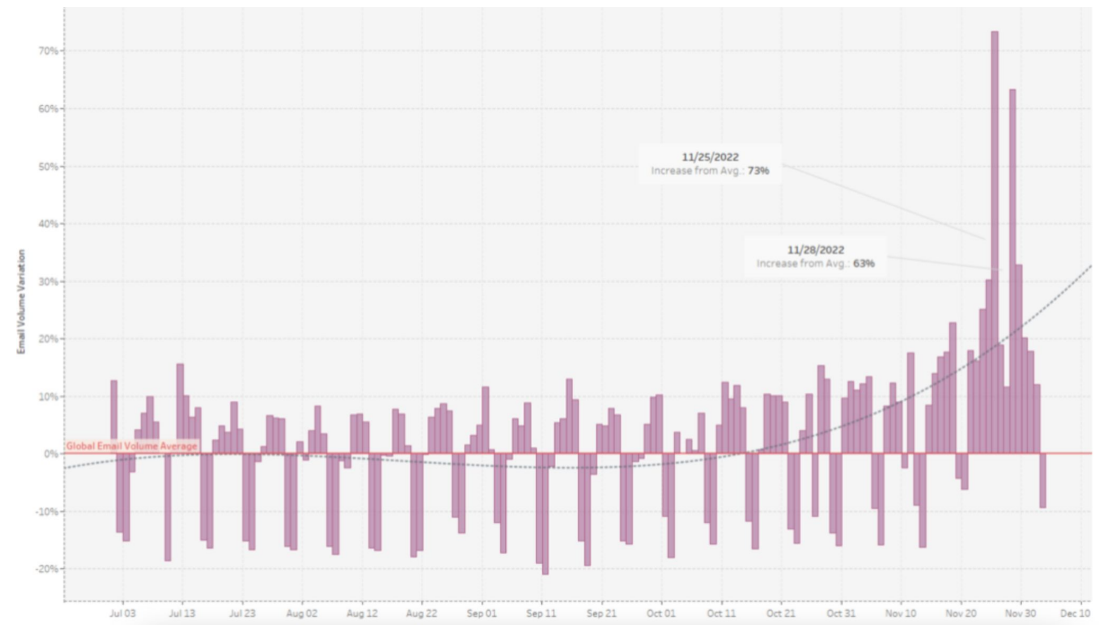
Improving your Reputation

Spam Complaints:

Be careful about who you target, as **these are also the times we see the highest spikes in spam complaint rates**

Source:https://www.validity.com/blog/black-friday-email-breakdown/
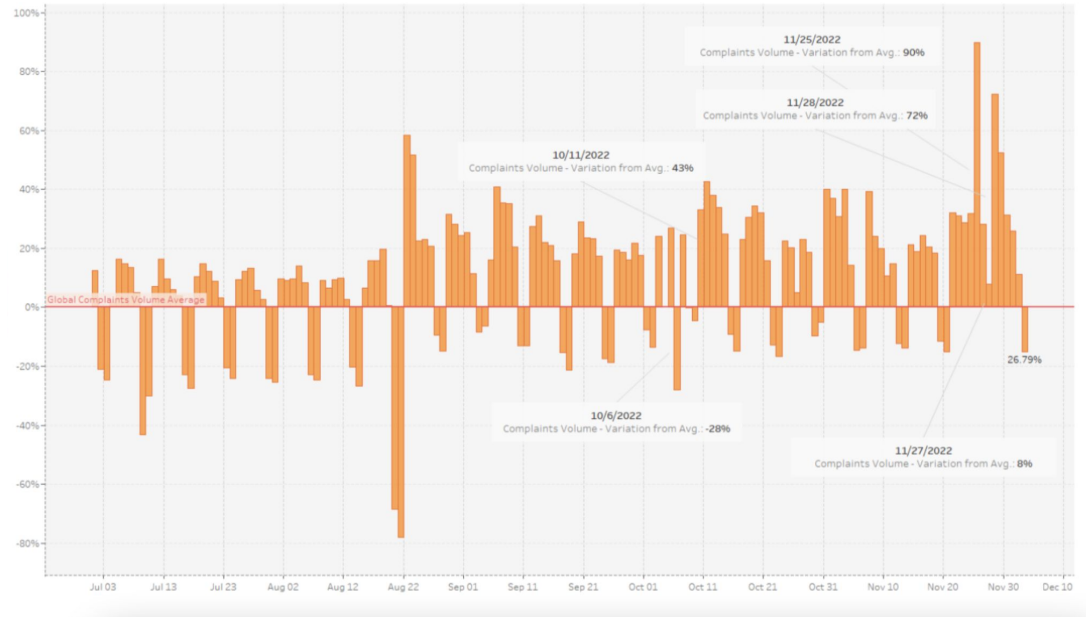
Improving your Reputation

Targeting a disengaged audience with too high a frequency:
The ISPs / mailbox providers (the likes of Hotmail, Gmail, Yahoo etc) operate algorithms which determine where an email should be sent once accepted.

Should it be delivered to the inbox or the spam folder?

To solve this query, **they are referencing the last engagement date** (last open or click date). *180 days of no activity will trigger their filters to move your email to the spam folder*. **The more they do that, the faster they downgrade your reputation**. In the following slides, we have an overview of the Health of Your List segments which are then mapped to frequency. Adjusting your sending accordingly ahead of Black Friday will boost your reputation

Measuring the Health of your List

NEW - (All)	Creation date is less than or equal to 30 days in the past
PASSIVE - (All)	Creation date is between 31 and 90 days and LAST OPEN or LAST CLICK did not happen
ACTIVE (Non IOS 15)	Creation date is greater than 30 days and LAST OPEN or LAST CLICK is LESS than 90 days
ACTIVE (IOS 15) once in the last 180 days	Creation date is greater than 30 days LAST CLICK is LESS than 90 days OR has clicked more than
LAPSING - (All)	Creation date is greater than 30 days and LAST OPEN or LAST CLICK is BETWEEN 91 and 180 days
IOS 15 Open & non click	Creation date is greater than 30 day, LAST "OPEN" is less than 180 days but NO CLICK
LAPSED – (All)	Creation date is greater than 30 days and LAST OPEN or LAST CLICK is GREATER than 180 days
INACTIVE – (All)	Creation date is greater than 90 days and LAST OPEN or LAST CLICK did not happen

This part of your list needs to be managed with caution

Measuring the Health of your List

Ideal daily volume engagement breakdown

Less than ideal daily volume engagement breakdown

As positive recipient actions occur, sender reputation increases and more emails are placed in the inbox.

If more negative recipient actions occur, sender reputation decreases and more emails are placed in the spam folder.

Likely placement: Inbox

Likely placement: Spam

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Segments mapped to frequency – High Frequency

Segment	Frequency
NEW	3+ emails per week
PASSIVE	1 - 2 emails per week
ACTIVE	4+ emails per week
LAPSING	1 - 2 email per week
IOS 15 Open no Click	Once a month
LAPSED	4 to 6 times a year
INACTIVE	DO NOT TARGET

Model for high frequency senders. What is high frequency? 4 or more emails per week

Segments mapped to frequency – Medium Freq.

Segment	Frequency
NEW	1 to 2 emails per week
PASSIVE	1 email per week
ACTIVE	3 emails per week
LAPSING	1 email per week
IOS 15 Open no Click	Once a month
LAPSED	3 to 5 times a year
INACTIVE	DO NOT TARGET

Model for medium frequency senders. What is medium frequency? 2 to 3 emails per week

Segments mapped to frequency – Low Frequency

Segment	Frequency
NEW	1 to 2 emails per week
PASSIVE	1 email every 2 weeks
ACTIVE	2 emails per week
LAPSING	1 email every 2 weeks
IOS 15 Open no Click	Once a month
LAPSED	2 to 4 times a year
INACTIVE	DO NOT TARGET

Model for low frequency senders. What is low frequency? 1 to 2 emails per week

Improving your reputation - additional tips

Add to Address Book:
This little CTA (call to action) typically has a low conversion rate (circa 2%) when added as a content piece. **However, the ISPs love it and it over indexes in terms of boosting your reputation**. It's all about how you position it. An example is given below which can be added to your emails in the run up to Black Friday..

"Hey, we have some great deals coming your way over the next week. To ensure our emails reach your inbox, add us to your safe sender list"

Sending Tactics during Peak Trading

- **Mapping your sending plans to your segmentation model is a key recommendation.** The table on the next slide has a high frequency and is not a recommendation to email more than your intended sending. However, it illustrates how you might manage a high frequency sending plan over the key dates of 26 Nov to 02 Dec.

- **You will note that the plan does target LAPSED on the key dates of Black Friday and Cyber Monday.** However, the age profile of LAPSED (last open or click is greater than 180 days) should be capped. A sensible cap which allows for shoppers who purchased last year would be 13 months.

- The recommendation when targeting LAPSED is to **target your more engaged customers first and then target your LAPSED segment** once they have all been contacted

- Immediately after your targeting of LAPSED, it is **recommended that the very next send goes to a much more targeted audience** to boost your reputation

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Sending Tactics during Peak Trading

Date	Segmentation	2nd Send	Segmentation
Tue 26 Nov	Active & New	None	n/a
Wed 27 Nov	Active & New	None	n/a
Thu 28 Nov	Active & New	None	n/a
Fri 29 Nov	Active, New, Passive, Lapsing, iOS 15 Opens but no click, Lapsed (**capped at 13 months since last engagement**)	Yes	**Target openers / clickers, but non converters**
Sat 30 Nov	Active & New	None	n/a
Sun 01 Dec	Active & New	None	n/a
Mon 02 Dec	Active, New, Passive, Lapsing, iOS 15 Opens but no click, Lapsed (**capped at 13 months since last engagement**)	Yes	**Target openers / clickers, but non converters**

Sending Tactics during Peak Trading

- Second sends happen only on the key dates. **A typical tactic is to target non-openers of the earlier email - this is not recommended**. It is seen as spammy and the open rates are normally disappointing.

- With a focus on conversions, **the recommendation is to target openers and clickers but non converters**. The approach is "Worth another look?"

- When implemented, this second send has both great engagement and conversion rates.

Sending Tactics during Peak Trading

Undertake some analysis of last year's sending.
Are there any key learnings?

1. What was the most impactful time of sending for email engagement?
2. Which subject lines performed best?
3. Which emails produced the most complaints? Is there anything we can learn from this?
4. Do we need to adjust our sending based on web traffic? Were there any website issues last year with higher volumes visiting the site?

Sending Tactics during Peak Trading

- During peak trading, with all brands sending more emails, one of the most beneficial tactic is to **slow down your sending speed**. **This should apply to all senders** (even those with a good reputation).
- With inboxes being bombarded by higher email frequency by so many brands, we typically see spikes in unsubscribes and spam complaint rates. To avoid this, **update your From Name to demonstrate that these emails are related to Black Friday and that normal sending will resume.** When implemented we have seen a decrease in unsubscribe and spam complaints. Example given below

Normal From Name	"Bloomreach"
Black Friday Special From Name	"Bloomreach – Black Friday Event"

Contacts over the Black Friday weekend

Should you have a sending issue over the Black Friday sending weekend, you will be able to reach out to Bloomreach Support

In addition, you can email
- **William Astout (UK and Europe - normal business hours)**
  william.astout@bloomreach.com

- **And Michael Mann (N. America - normal business hours)**
  michael.mann@bloomreach.com

Mobile Readiness

Mobile Readiness for Peak Season

1. Incorporate SMS in Automations: Price Drop Automations is incredibly powerful with SMS -> time sensitive and urgent

2. Transactional SMS: Trigger & send real time Transactional SMS from Engagement.

3. WhatApp: We now have a native connection to WhatsApp. Interactive features, Rich Media, 2-way messaging and high character count

Discover more in the August session from Engagement Best Practices - **Optimizing Mobile Messaging & How RCS is Changing the Game**.

Key Takeaways

★ **Increase sending volumes slowly:** Start with a low sending volume to engaged users, and slowly increase the volume over time. The more email that you send, the more slowly you should increase sending volume.

★ **Frequency of sending email:** You can increase the sending volume more quickly when you send daily instead of weekly.

★ **Throttle messages over time:** Throttling helps prevent overwhelming servers and reduces the chances of messages bouncing, being deferred, or delayed.

★ **Monitor limits and feedback:** If messages start bouncing or start being deferred, reduce the sending volume until the SMTP error rate decreases.

★ **Data quantity vs data quality:** Find the right balance between risk and reward.

Q&A

Thank you!