



bloomreach

Deliverability 2022 – New challenges and new tactics



Topics

1. The reasons why your emails land in spam (6 mins)
2. Who to contact and how frequently? (6 mins)
3. The traits of a good sender & the traits of a bad sender (12 mins)
4. How do you know your sender reputation? (5 mins)
5. The tools and features in Bloomreach Engagement which will help (8 mins)
6. Questions (8 mins)



The reasons why your emails
land in spam.



The reasons why your emails are landing in spam

Your reputation

Spam Complaints

Spam Trap Hits

Your targeting is not factoring in “Fake opens” re iOS 15 changes

You’re a “spammer”

Sending speed is too fast

Your content is “spammy”





Who to contact and how frequently.



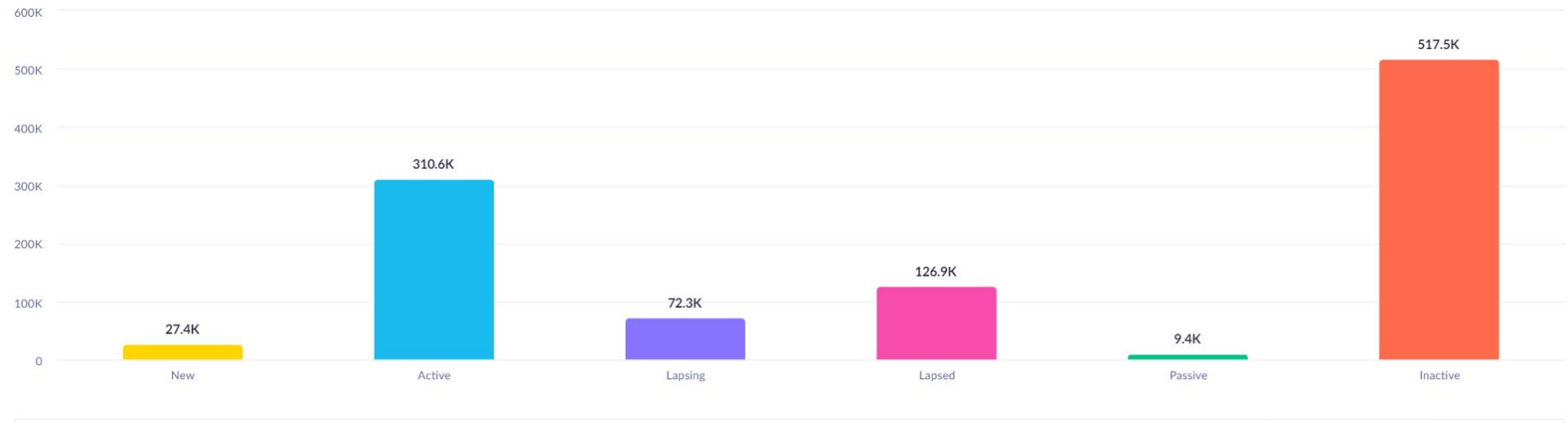
Measuring the Health of Your List

< Email list health ▾

Edit Refresh ⓘ ⋮

Select date ▾

Segmentation Movements





Measuring the health of your list

NEW; Creation date is less than or equal to 30 days in the past

PASSIVE; Creation date is between 31 and 90 days and LAST OPEN or LAST CLICK did not happen

ACTIVE; Creation date is greater than 30 days and LAST OPEN or LAST CLICK is LESS than 90 days

LAPSING; Creation date is greater than 30 days and LAST OPEN or LAST CLICK is BETWEEN 91 and 180 days

LAPSED; Creation date is greater than 30 days and LAST OPEN or LAST CLICK is GREATER than 180 days

INACTIVE; 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



Separating out your iOS 15 users and others

Analyses > Segmentations > Apple Mail segmentation

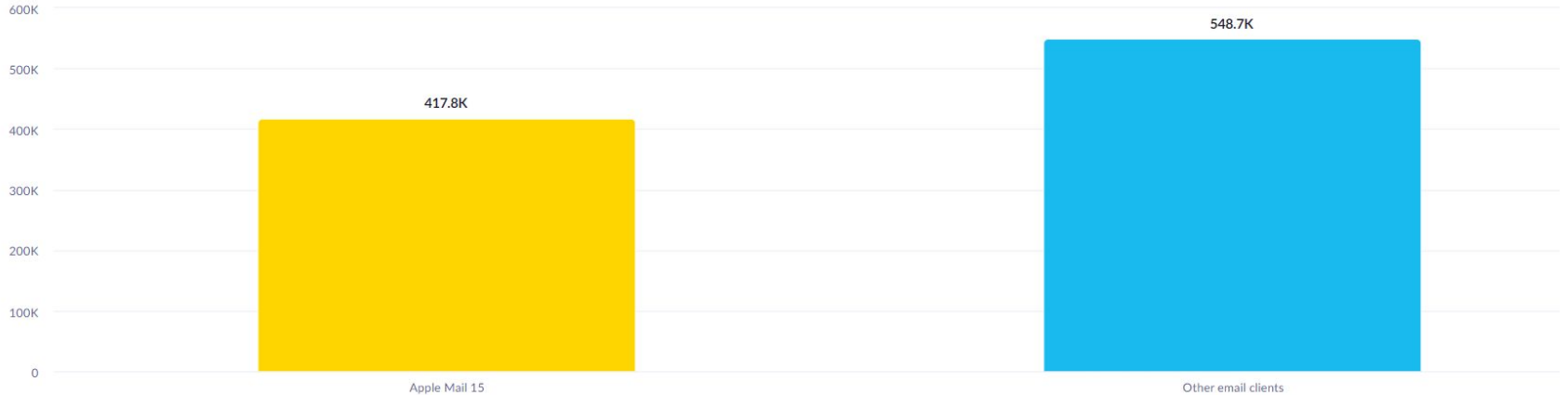


< Apple Mail segmentation ▾

Edit Refresh

Select date ▾

Segmentation Mov





Separating out your iOS 15 users and others

Apple Mail 15



CUSTOMER FILTER Fill from template Save filter template Discard filters

Select customers matching **funnel**

+ Funnel completion period 📅 Last 180 days

1. Step: campaign

campaign — user-agent equals ⌘ Mozilla/5.0

[Refine more](#)

+ Add funnel step

+ Add filter condition



Separating out your iOS 15 users and others

Apple Mail 15



CUSTOMER FILTER Fill from template Save filter template Discard filters

Select customers matching **funnel**

+ Funnel completion period Last 180 days

1. Step: campaign

campaign — user-agent has value

[Refine more](#)

+ Add funnel step

+ Add filter condition



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)	Creation date is greater than 30 days LAST CLICK is LESS than 90 days OR has clicked more than once in the last 180 days
LAPSING - (All)	Creation date is greater than 30 days and LAST OPEN or LAST CLICK is BETWEEN 91 and 180 days
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



Understanding the Health of Your List

- **NEW** is a good segment. New email subscribers are typically a very enthusiastic audience. For this reason, they are eligible for a reasonably high frequency.
- **PASSIVE** is still relatively “new” audience (older than 30 days but less than 90 days). We should give this segment the option to engage in your emails. If you don’t, they will end up in the **INACTIVE** segment (which is not a targetable segment). However, due to their lack of engagement, take the frequency down so as not to impact on your metrics and reputation
- **ACTIVE**; a healthy list will have at least 40% ACTIVE email addresses. This audience are eligible for your highest frequency of email.
- **LAPSING** this audience are starting to tune out. The number one reason why people “tune out” of brands emails is they are getting bombarded with very similar content. Try fresh content ideas, personalisation to improve engagement. However, **the number one recommendation is to move this segment to a reduced frequency.** So, as not to impact on your metrics and reputation by their lack of engagement.



Understanding the Health of Your List

- **LAPSED** this audience have not opened or clicked an email in over 6 months. If you continue to email them, the ISPs will filter your emails to the SPAM folder. In addition, this part of your list may contain recycled spam traps. Consider tactics to re-engage with this audience before they hit 180 days inactivity. The earlier you try to re-engage with an audience, the more success you will have
- **INACTIVE**; this audience have never opened or clicked an email. They offer zero revenue through the email channel. Do not email them, they will bring your metrics down. Targeting them is very clear evidence to the ISPs that you are spamming an audience that doesn't want to hear from you.



Understanding the Health of Your List

Segment	Frequency
NEW	3+ emails per week
PASSIVE	1 - 2 emails per week
ACTIVE	4+ emails per week
LAPSING	1 - 2 email per week
LAPSED	4 to 6 times a year
INACTIVES	DO NOT TARGET

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

Please note; in email marketing, there is a very clear association between the number of emails you send and open rates. High email frequency produces a high level of “Emotionally unsubscribed”



Understanding the Health of Your List

Segment	Frequency
NEW	1 to 2 emails per week
PASSIVE	1 email per week
ACTIVE	3 emails per week
LAPSING	1 email per week
LAPSED	4 to 6 times a year
INACTIVES	DO NOT TARGET

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



Understanding the Health of **Your List**

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
LAPSED	4 to 6 times a year
INACTIVES	DO NOT TARGET

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



Traits of a good sender



The traits of a good sender

Validates all their emails

Maps email frequency to how engaged the recipient is

Has DMARC records set-up for their domains

This is a useful guide for setting up DMARC records <https://dmarcian.com>

Emails are personalised

Uses a spam scoring tool

Slows their sending speed

Proactively monitors reputation reports and performance reports





The traits of a good sender

Targeting and reporting is in line with iOS 15 changes

Has a “sunset” policy for retiring email addresses that are not engaging in emails





Traits of a bad sender



The traits of a bad sender

An unvalidated list

Email frequency is too high for many recipients

Email frequency can be more than one email per day

Everyone receives the same version of the email

Targeting is not iOS 15 compatible

Targeting = “maximum volume for maximum revenue”

Has not signed up for Google Postmaster or Microsoft SNDS reports

Produces random spikes in volume

The email content is repetitive and / or spammy in nature

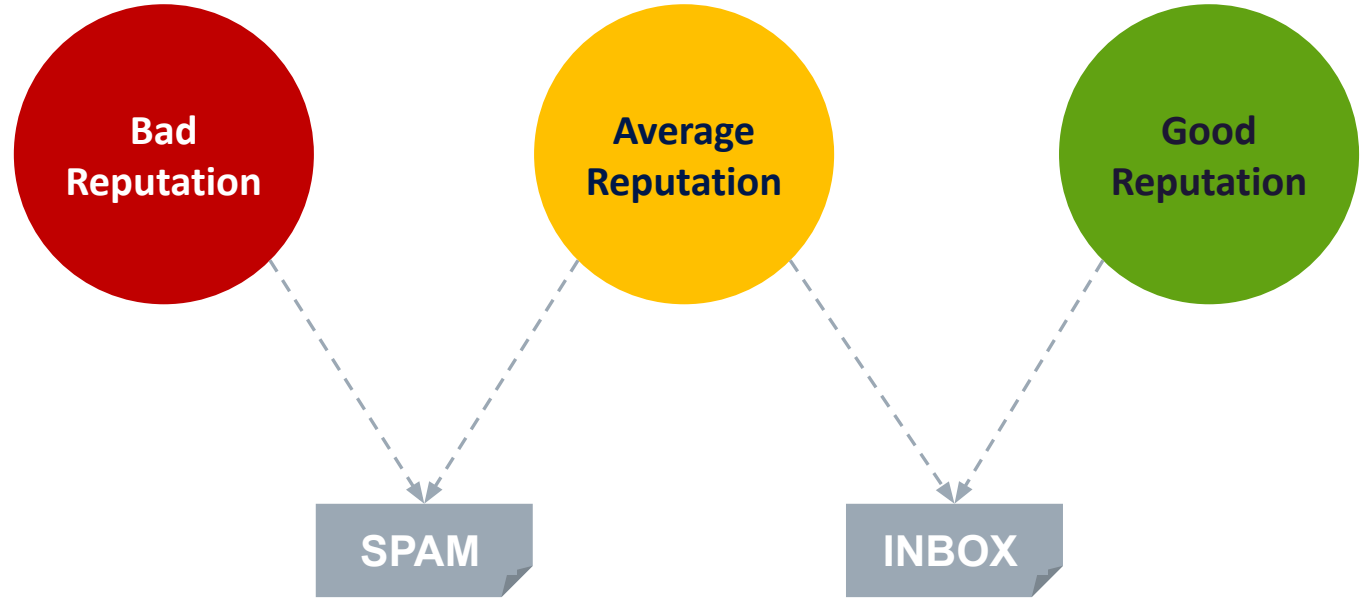




How do you know your sender reputation?



Deliverability – Sender Reputation





Deliverability – Sender Reputation

SENDER REPUTATION

Basically, there are two types of email reputation that can affect your sending: 1) IP Reputation and 2) Domain Reputation. These are calculated separately, but they're two sides of the same coin and play a big role in your overall sender reputation

IP Reputation (what gets you received by the recipient server)

- Email messages are sent from a computer or server that has a unique identifying address, which are known as IP addresses. Since IPs can easily be tied back to senders, it's a straightforward identifier to use in determining your reputation. With IP reputation, variables like whether you're using a brand new IP address, a shared IP, or a dedicated IP can have a big impact. In essence, IP reputation is a massive number crunching exercise, tracking volumes; sent, delivered, bounces (hard & soft), spam complaints, spam trap hits, opens and clicks




Domain Reputation (determines whether emails are sent to inbox or spam folder)

- So if your IP reputation is factored on the IP level, your domain reputation is factored on the domain level. Things like domain age, **sending practices** and how the domain identifies across the web all come into play here. Gmail, in particular, focuses heavily on domain reputation.



Microsoft SDNS reports

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%



Microsoft SDNS reports

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)

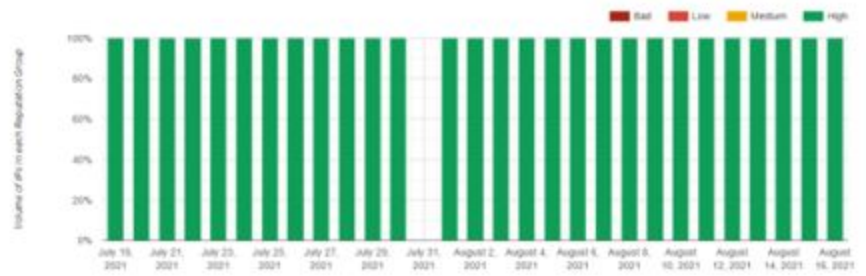
Activity period [?]	RCPT commands [?]	DATA commands [?]	Message recipients [?]	Filter result [?]	Complaint rate [?]	Trap message period [?]	Trap hits [?]	Sample HELO [?]	Sample MAIL FROM [?]	Comments [?]
Total: 90 days	20,963,007	20,962,523	20,955,746	0 red days	< 0.1%		1	0 distinct values	0 distinct 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			



Google Postmaster Reports

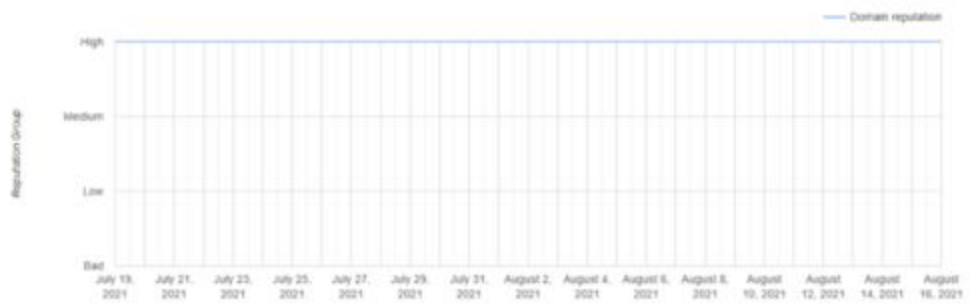
spam rate

IP Reputation



Date	User reported spam rate
Aug 11, 2021	0.1%
Aug 12, 2021	0.0%
Aug 13, 2021	0.1%
Aug 14, 2021	0.1%
Aug 15, 2021	0.0%
Aug 16, 2021	0.1%

Domain Reputation





The tools and features in
Bloomreach which will help



Tools and Features in Bloomreach which will help

Apple Mail segmentation model (for targeting & reporting)

[Health of the List \(to be updated accordingly\)](#)

[Email Frequency Policy](#)

[Auto bot detection](#)

[Enable “reply to”](#)

Validations

[Monitoring critical metrics](#)

[Email suppression lists](#)

[Slowing down the email send](#)





Thank you

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