

Factors that Impact Deliverability

Thank you for joining us.

Audio: Select "Use Mic & Speakers" to use VOIP or "Use Telephone" to get dial in number and access code.
If using VOIP, it is recommended that you connect headphones to your computer for the highest sound quality.

Your Email Service Partner



Before we get started:

- For audio – Select “Use Mic & Speakers” for VOIP or “Use Telephone” to get dial in number and access code
If you're using your speakers or a speaker phone you might have audio problems. For the highest audio quality, use ear phones or a handset
- To ask a question – use the Question and Answer feature on the right
- This webinar is being recorded – it will be available in our online resource center March 23
- If you subscribed to our mailing list you will receive an email notification when the recording has been posted

Your Email Service Partner



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Your Email Service Partner



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Your Email Service Partner



Today you'll learn how to increase the deliverability of your emails



Content is no longer the only factor ISPs use when determining whether to deliver or block a message



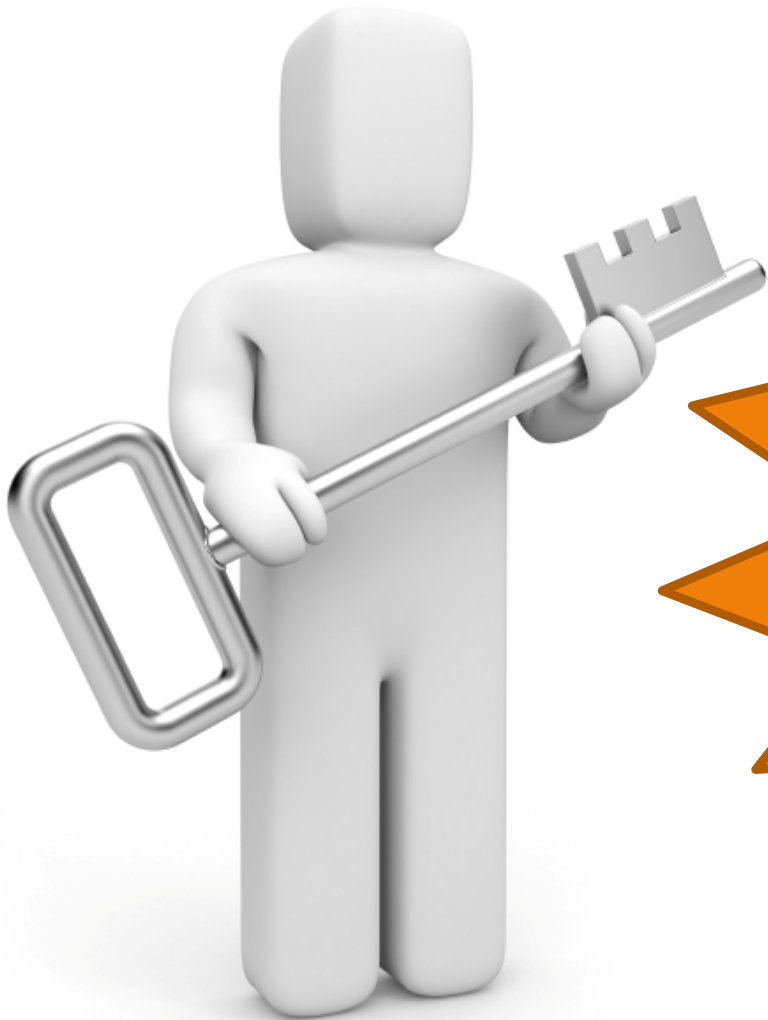
Using the word "free" in your subject line will not block your messages if your reputation is solid



<input type="checkbox"/>		CollegeFootballStore.com	Hokies, Shop 2009 Orange Bowl Match Up Gear - Hello Megan! This email is l
<input type="checkbox"/>		Sears	New Years Savings on Fitness, Electronics, Apparel & MORE - See How Affor
<input type="checkbox"/>		RedEnvelope	Overstock Sale with Free Shipping - hurry quantities limited - Free Standard S
<input type="checkbox"/>		Harry & David	3 Ways to SAVE -- Details Inside! - View this email on a mobile device. Signifi
<input type="checkbox"/>		Lands' End	FREE SHIPPING + Semi-annual Sale: Save up to 50% on 100s of Winter Styl
<input type="checkbox"/>		Borders Rewards	Biggest CD & DVD Sale Ever - Having trouble viewing or clicking this email? C
<input type="checkbox"/>		Amazon.com	Amazon.com: Up to 70% Off Year-End Deals in Toys - Amazon.com Toys & C
<input type="checkbox"/>		Borders and Waldenbooks	Borders Closing, 40% off Clearance Sale - Having trouble viewing or clicking th
<input type="checkbox"/>		salemail	Today's Shop It To Me Sale Alert - If you cannot see any images, click the link
<input type="checkbox"/>		Ticketmaster	Tickets On Sale & Special Offers for the Week - Official Ticketmaster TicketAl
<input type="checkbox"/>		iTunes Store	Limited-Time Offers: \$4.99 Movies, \$0.99 TV Episodes, \$7.99 Albums, and mc
<input type="checkbox"/>		blockbusteronline	Blockbuster has shipped The The Bank Job - Blockbuster The The Bank Job H
<input type="checkbox"/>		Crate and Barrel	Up to 70% off Winter Clearance Sale starts today in stores and online - Viewin
<input type="checkbox"/>		Pottery Barn	Save up to 75%! Our Winter Sale Continues - Pottery Barn WINTER SALE - S
<input type="checkbox"/>		Ethan Allen Style	up to 70% off -- last chance - This email was sent to you by Ethan Allen. Plea
<input type="checkbox"/>		Hickory Farms	30% Off Everything at Hickory Farms - 30% Off Everything at Hickory Farms If
<input type="checkbox"/>		Sears	The After Christmas Sale Ends Saturday - Get The Best Buys Starting 7AM T



Reputation is the key to deliverability



Free White Paper
“How Reputation
Impacts Deliverability”
www.listrak.com/university/Reputation/

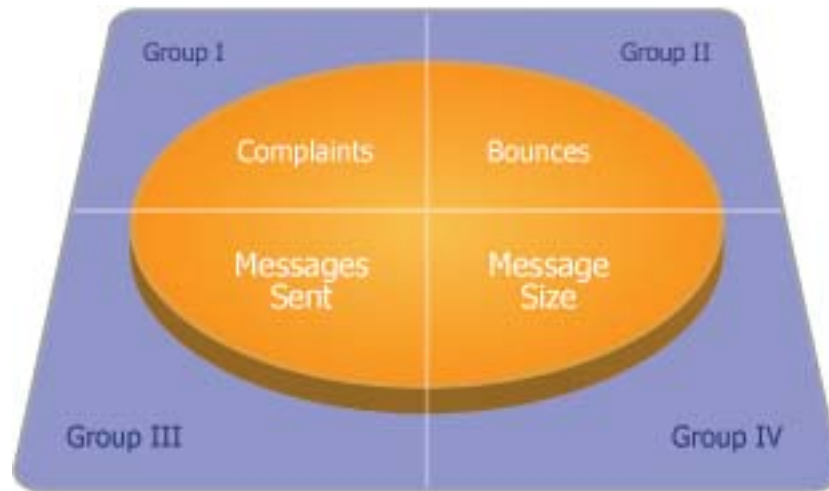


Reputation factors

- User complaints
- Length of time domain has been operating
- Volume and size of messages
- Number of bounces, invalid addresses, and emails sent to spam traps
- Mail server settings
- Third-party reputation lists – blacklists and blocklists
- Configuration of emails – headings, links, images, content, etc.
- Email authentication



How ISPs determine reputation



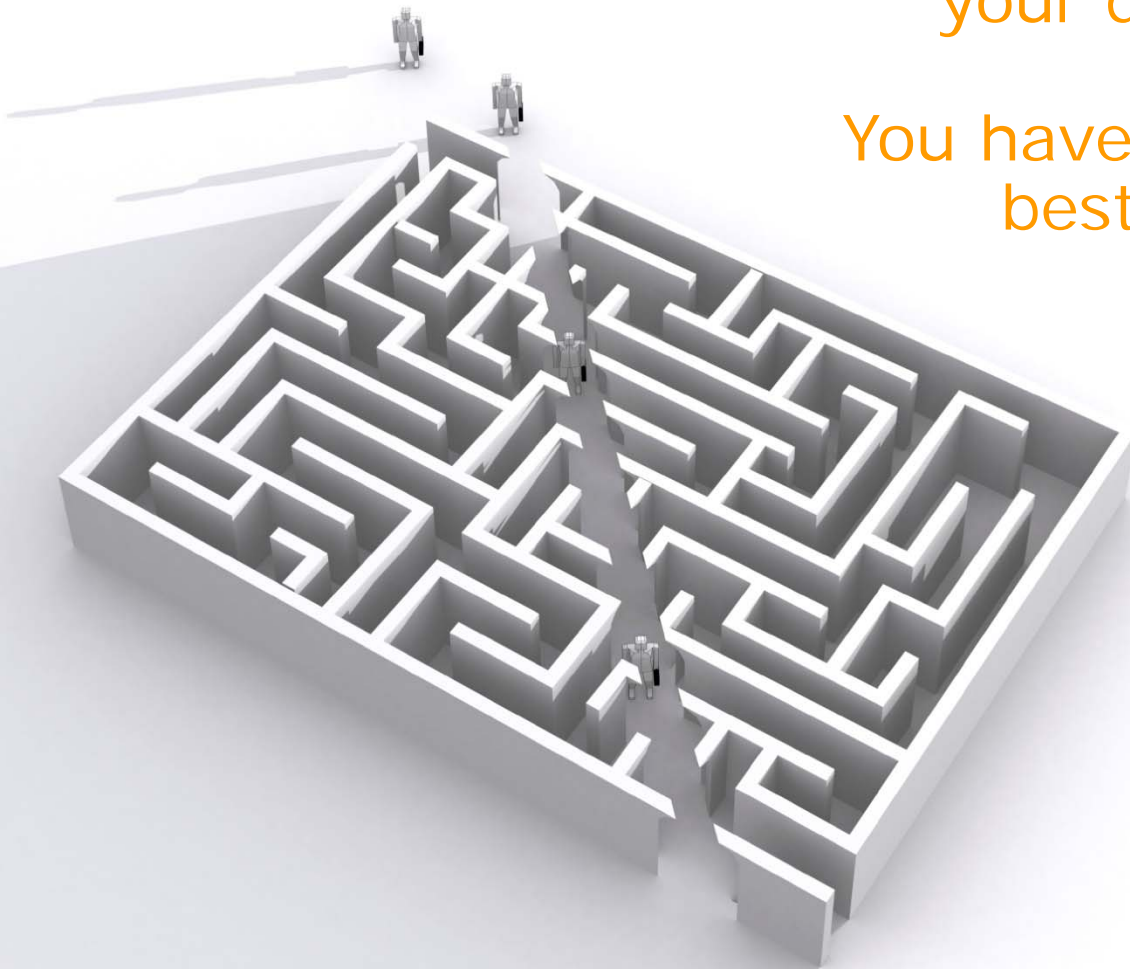
ISPs base reputation on the volume of activity over a certain amount of time

$$\text{Message Component Reputation Threshold} = \frac{\text{Reputation Measurement Device}}{\text{Time}}$$



There are no shortcuts to
obtaining a good
reputation or increasing
your deliverability.

You have to follow email
best practices.



Step 1: Email Sending Technology

Make sure servers are configured properly



Set up DNS records correctly



Maintain transparency



FREE SHIPPING + Semi-annual Sale: Save up to 50% on 100s of Winter Styles

Trash | X

from **Lands' End** <landsend@email.landsend.com>
reply-to Lands' End <talkback@landsend.com>
to pranks101@gmail.com
date Mon, Dec 29, 2008 at 3:18 AM
subject **FREE SHIPPING + Semi-annual Sale: Save up to 50% on 100s of Winter Styles**
mailed-by email.landsend.com
signed-by email.landsend.com

[hide details](#) Dec 29 (2 days ago)

[Reply](#) | ▾

Images from this sender are always displayed. [Don't display from now on.](#)

Sale prices on Winter's End favorites & Free Shipping sitewide: [SHOP NOW.](#)
Having problems viewing this e-mail? Please [click here.](#)

LANDS' END

[Outerwear](#) [Women](#) [Men](#) [Girls](#) [Boys](#) [Shoes](#) [Home & Travel](#) [Gifts](#) [Overstocks](#) [Store Locator](#)



A red banner with white text and graphics. On the left is a white dressmaker's mannequin. To its right, the text reads "SEMI-ANNUAL SALE WINTER'S END SAVINGS EVENT". The background features faint white snowflake patterns.



Throttle deployments



Step 2: Build emails properly

Avoid CSS and scripting

Host images, audio, video
and flash files on your site

Code emails by hand or use
your ESP

Follow table best practices



Design for the inbox

Know the limits of each email client

Test your messages before deployment

Know how they'll look in Gmail, Yahoo!, AOL, etc.

Spam Details

Spam Assassin Report	
Points	Description
0.1	BODY: HTML has 'tbody' tag
0.1	BODY: Message is 70% to 80% HTML
0.1	BODY: HTML font color is red
0.1	BODY: Message only has text/html MIME parts
0.1	BODY: HTML has a big font

Total Spam Assassin Points: 0.5 Received



[View Spam Score Help](#)

Run messages through Spam Score

A low score increases the deliverability of the message



Clearly brand your messages



Free Shipping | 3 Days Left! | Inbox | X

Hickory Farms to me | show details 3:22 PM (3 hours ago) | Reply

Free Shipping. 3 Days Left!

If you can't see images in this e-mail, [click here](#).
Please add newsletter@news.hickoryfarms.com to your address book to ensure our e-mail subscriber specials reach your inbox.

FREE SHIPPING
3 DAYS LEFT! Order by 12/21 for standard Christmas delivery.

Shop Now

FREE SHIPPING
EXTENDED TO 12/21
ON ORDERS OVER
\$50 PER
RECIPIENT*

*Standard Shipping.
Must use source
code XMAS
at checkout.

HICKORY FARMS
EST. 1951

*Hurry, offer expires 12/21/08 at Midnight, EST. Applies to new orders only. You must and go to the Hickory Farms site and enter source code XMAS at checkout to receive Free Standard Delivery with product total of \$50 or more per recipient, before sales tax, if applicable. Cannot be combined with other offers or discounts.

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[View our Privacy Policy](#)

Include
friendly
reminders



Step 3: Follow list acquisition and management best practices

SUBSCRIBE?

Yes Please



No Thanks



List acquisition best practices – Do's

- ✓ Ask for permission
- ✓ Build your own lists – collect data at every customer touch point
- ✓ Keep the opt-in process quick and simple
- ✓ Post your privacy policy
- ✓ Make the subscription process memorable
- ✓ Provide sample emails so your subscribers know what to expect
- ✓ Offer subscribers choices – HTML or text, delivery schedule, etc.
- ✓ Send a welcome message to confirm validity of email address – remove invalids immediately
- ✓ Include a special incentive in your welcome message
- ✓ Ask new subscribers to add you to list of safe senders
- ✓ Track source of new subscribers
- ✓ Focus on quality, not quantity
- ✓ Understand value of each subscriber



List acquisition best practices – Don'ts

- ✗ Purchase lists – unsolicited messages have the highest complaint rates and could ruin your reputations
- ✗ Pre-check the opt-in box to add subscribers to your list automatically
- ✗ Automatically add the FTAF recipients to your lists – instead, include an easy way to subscribe to your email lists in the forwarded versions of the email
- Rent lists with caution – be sure to de-dupe it against your suppression list before using it





Practice good list hygiene tactics

sam@alo.com

mary@yahoo.cmo

tom@gmailcom



Remove the phrase
"email blast"
from your terminology



Target and segment
your subscribers

Don't just lump
everyone together
and send them the
same message



Honor unsubscribes immediately



Remain CAN-SPAM Compliant

Requirements:

- ✓ An easy opt-out feature
- ✓ Opt-outs honored within 10 days
- ✓ The physical address of the mailer (valid PO Box okay)
- ✓ A non-deceptive subject line and header
- ✓ A warning label if the email contains adult content
- ✓ A designated sender
- ✓ Must be labeled as solicitation



Step 4: Manage bounces correctly



Soft bounce – temporary
Hard bounce - permanent



Bounce Reasons

- Attachment Detected
- Auto Reply
- Challenge Response
- DNS Failure
- General Bounce
- General Hard Bounce
- General Soft Bounce
- Invalid Email Address
- General Mail Block
- Mailbox Full
- Relay Denied
- Spam Detected
- Transient Failure
- Unsubscribe Request



Remove bounces that contain these bounce codes immediately

'%t have a yahoo.com account%'

'%no mailbox%'

'%user unknown%'

'%free AIM%'

'%illegal alias%'

'%no such%'

'%unknown user%'

'%disabled or discontinued%'

'%mailbox not found%'

'%not a valid%'

'%unknown address%'

'%undeliverable address%'



Step 5: Monitor your reputation



Monitor your partners' reputations



ISP Spam Controls

White
List

Gray
List

Black
List

Free reputation monitoring tools

- www.senderscore.org
- www.mxtoolbox.com
- www.spamhaus.org



Step 6 – Authentication, Accreditation, and Certification

Authentication

Verifies sender's identity

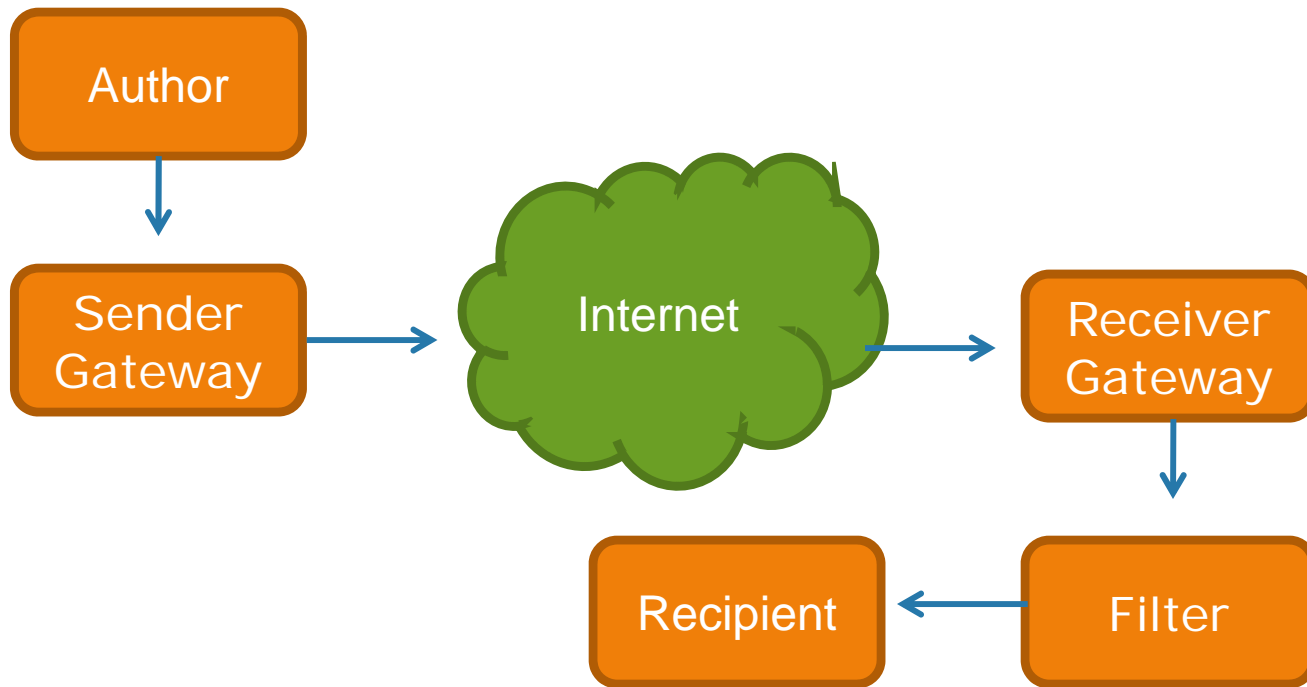
Accreditation

Third-party verification of sender's good habits

Certification

Tokenized proof of sender's good reputation

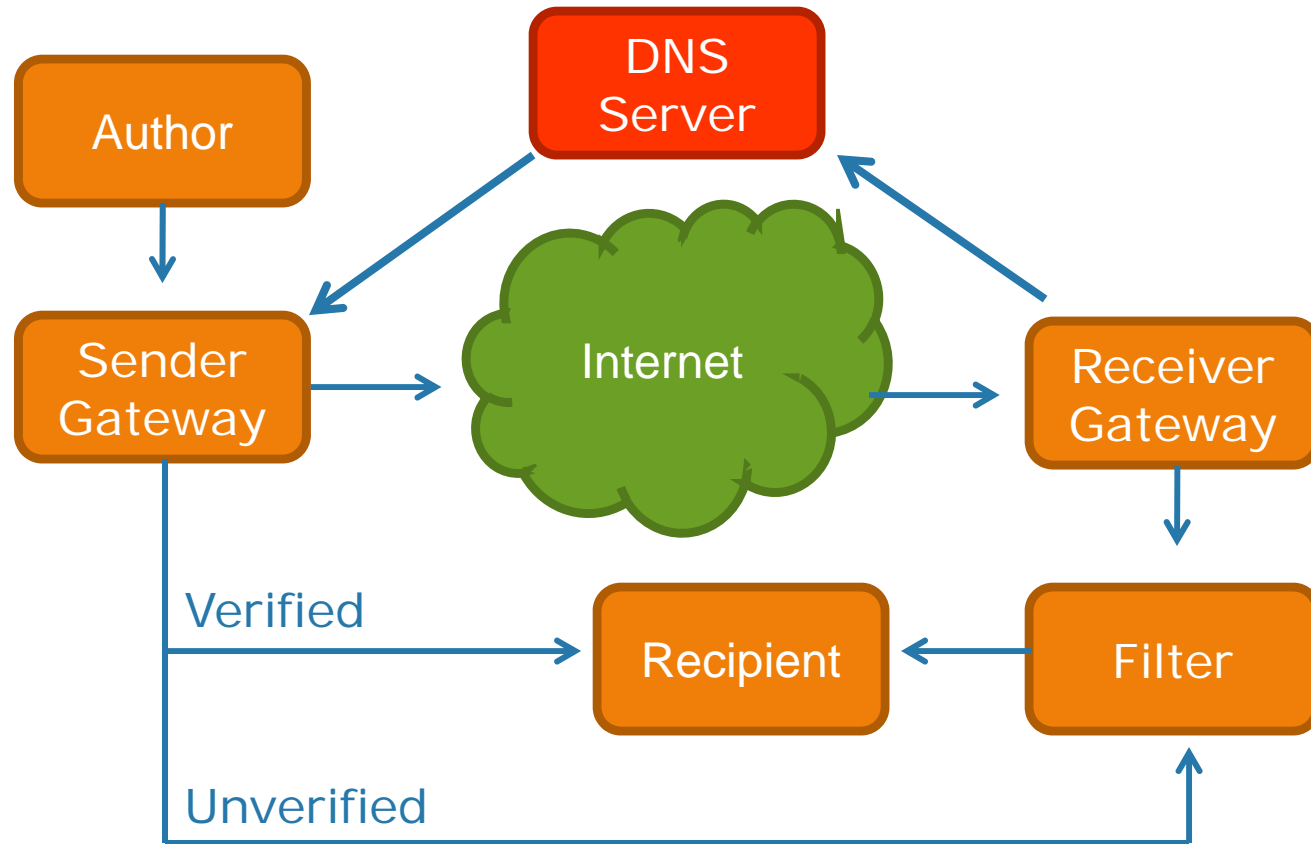




How emails are delivered

Simplified view





Authentication

Verifies Sender



Types of Authentication

SPF

Sender Policy

- Domain name owners publish list of IP addresses permitted to send from that domain by checking the domain's DNS record for SPF record
- Receiver cross-checks sender's IP address against domain name in FROM address in message envelope
- <http://old.openspf.org/wizard.html>



Types of Authentication

SIDF

Sender ID Framework

- Microsoft – MSN, Hotmail
- Similar to SPF – cross-checks sender against published SPF records
- SIDF validates sender's IP against PRA (visible From address)
- www.microsoft.com/senderid/wizard
- www.espcoalition.org/senderid/



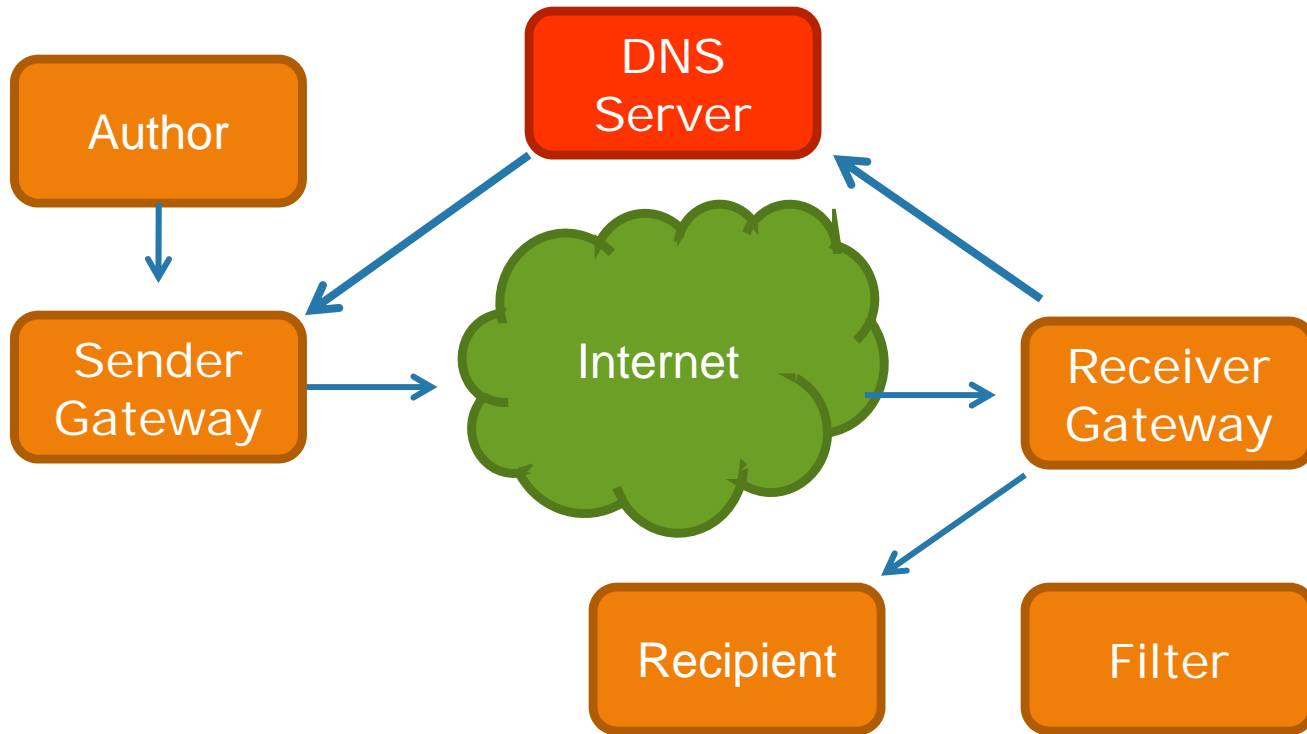
Types of Authentication

DKIM

DomainKeys Identified

- Yahoo
- Senders store public keys in DNS records and matching private keys in outbound email servers
- Outbound service embeds private key signature in header
- ISPs verify private key signature matches public key in DNS record
- www.dkim.org





Accreditation

Bypass Filters



Accreditation Services

Sender Score Certified – Return Path

- Permission-based list acquisition strategy
- Published authentication records
- Complaint levels lower than industry standards
- Established, high-standing reputation
- Well-maintained infrastructure
- Incorporated list maintenance and bounce management
- Strong security networks
- Unsubscribe available on all email communications



Delivery Rates

ReturnPath

ISP	Delivery Rate Increase
Hotmail	25%
Roadrunner	24%
MSN	15%

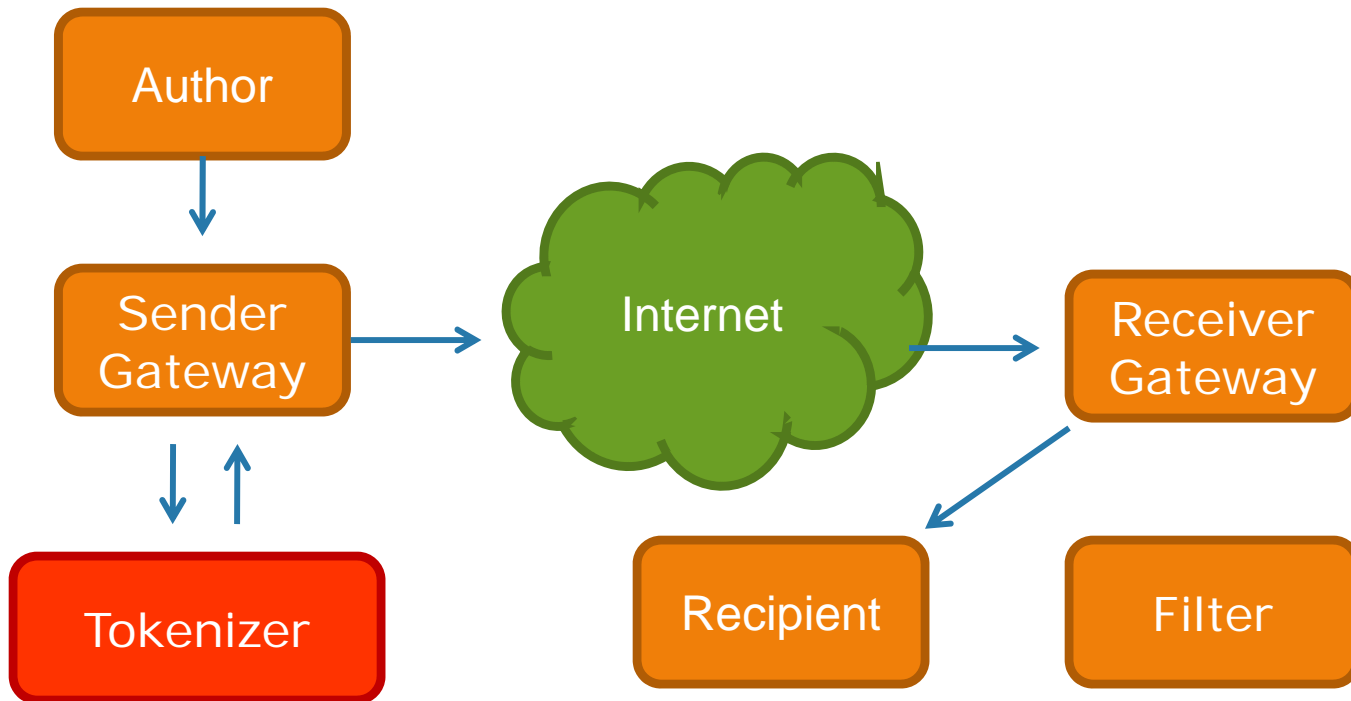


Certification Qualifications

Goodmail Systems

- Proof that you follow email marketing best practices
- Only send permission-based emails – no prospecting or unsolicited emails
- Very low complaint rates
- Private domain name
- Established opt-in, unsubscribe, privacy policies
- At least one year of business history and 6 months' history of using private IP address
- Company HQ in US, UK, or Canada





Certification

Adds token to email header



Certification Services

Third-Party Services

CertifiedEmail – Goodmail Systems

- Blue ribbon envelope icon shows up in inbox and message header
- Images visible and links turned on by default
- 100% assured delivery



Back to Mail

General

Signature

Spam

Filters

Accounts

POP & Forwarding

Vacation Response

Mail for Mobile

Upgrades

Contacts Options

Save Changes

Spam

SpamGuard: Suspected spam messages will be filtered into your Spam folder instead of your Inbox. ?

Control SpamGuard: Automatically send suspected spam to my Spam folderEmpty Spam folder: Block images: Always show images, except in Spam folder
 Show images only from my contacts and certified senders ?
 Initially block all images

Block images: Always show images, except in Spam folder
 Show images only from my contacts and certified senders ?
 Initially block all images

Recipient still in control

May choose to have images turned off



Getting started

Online Tools

Feedback loops

- AOL - <http://postmaster.aol.com/fbl/index.html>
- Yahoo - <http://feedbackloop.yahoo.net/index.php>
- Hotmail - <http://postmaster.live.com/Services.aspx#JMRPP>
- Earthlink - fblrequest@abuse.earthlink.net
- Excite - emailadmin@cs.excite.com
- Netzero/United Online - unblock@support.unttd.com
- Outblaze - postmaster@outblaze.com
- USA.Net - <http://fbl.usa.net/>
- Roadrunner - rrfbl@security.rr.com
- Comcast - <http://feedback.comcast.net/>



Use the Q&A feature to ask a question

Visit Listrak's online resource center to read our white papers on reputation and deliverability

www.listrak.com/resources.asp

*Reminder – this session is being recorded.
The recorded version will be available in our online resource center March 23.*



We're here to help!

If you're interested in seeing how Listrak's solution can help solve your deliverability issues, contact our experts today at

www.listrak.com/contact-expert.asp

Your Email Service Partner



Join us for our next webinar



Avoiding the Seven Deadly Sins of Landing Page Design

Special Guest: Tim Ash

April 15, 2009

1:00 EST

www1.gotomeeting.com/register/841904618

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