

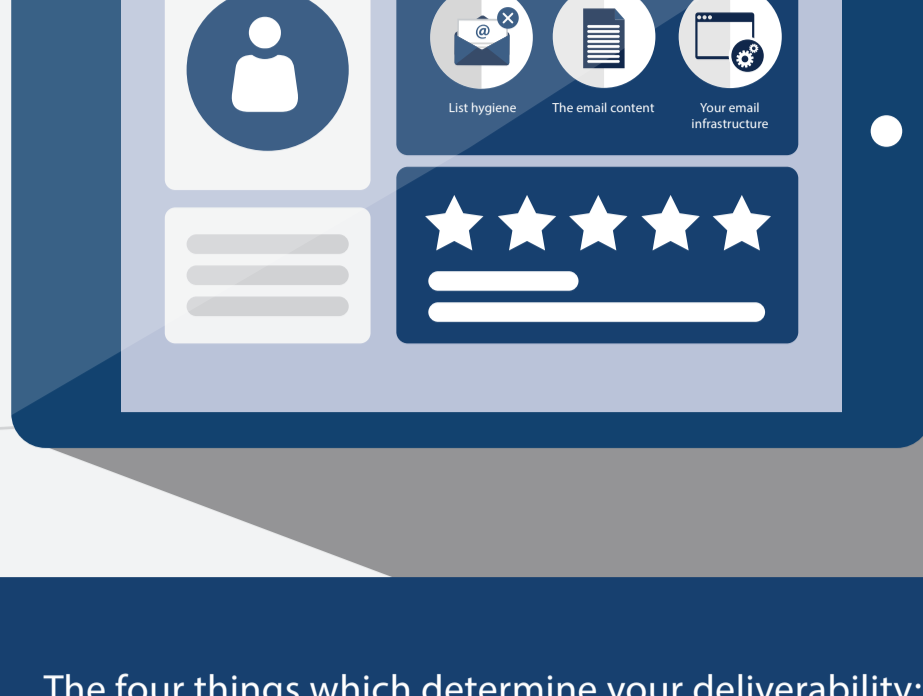
DMA insight: Email campaign delivery

Delivery is determined by four main factors, each combining to ensure your emails arrive in the recipient's mailbox and determining the success of your reach.

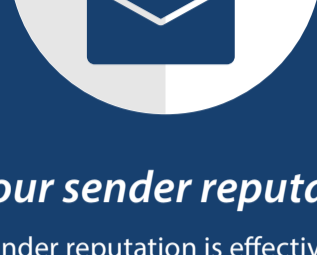
The amount of attention placed on delivery can often be the difference between good and bad email campaigns, especially when the campaign runs over longer or continued periods.

Determining your deliverability

Your sender reputation / rank as an email sender:



The four things which determine your deliverability:



1. Your sender reputation

Your sender reputation is effectively your ranking as an email sender and is used by mailbox providers and email domains to help them decide whether to accept your emails, how quickly they allow you to send and helps them determine whether to send your emails to the inbox or junk folders.



2. List hygiene

Sending emails to email addresses which are no longer in use, invalid, poorly-authenticated or collected without valid consent is a guaranteed way to be temporarily blocked or blacklisted.



3. The email content

Email headers, subject lines, text, images and even the HTML are assessed by email systems to identify spam, phishing attempts and other malicious email.



4. Your email infrastructure

To prove that your emails really are genuine you need to maintain a secure email and website infrastructure and authenticate your emails.

Definition of deliverability

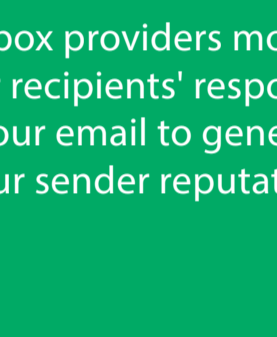


The measurement of success of email campaigns reaching the recipient.

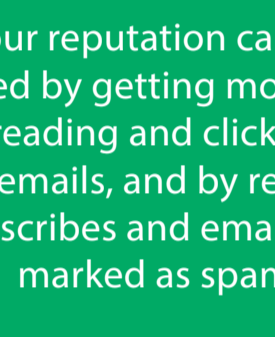
Depends on a combination of good sender reputation, email best practices, authentication, relevant emails and good data.

Sender reputation

Keeping complaints low/keeping audiences engaged /avoiding SRD's - be a friend of the inbox provider



Mailbox providers monitor your recipients' responses to your email to generate your sender reputation



Your reputation can be improved by getting more people opening, reading and clicking through your emails, and by reducing unsubscribes and emails being marked as spam

List quality



Sending to a list which contains old, inactive or non-permissioned email addresses can get your email delivery, referred, blocked or blacklisted.

Email infrastructure

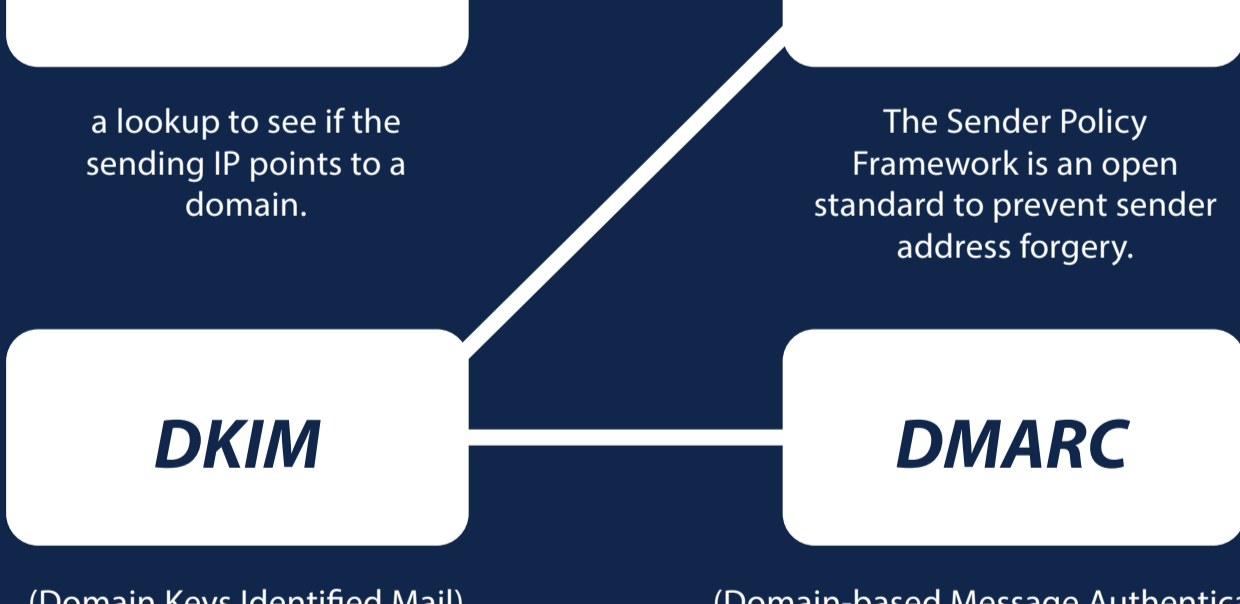
You can't build a great email program on a weak foundation



Make sure you have a solid infrastructure comprising of authentication, bounce management and feedback loop processing

Planning

Authenticate your email - validate the identity of an email sender in a means to combat fraud by utilising the following steps:



Reverse DNS

a lookup to see if the sending IP points to a domain.

SPF

The Sender Policy Framework is an open standard to prevent sender address forgery.

DKIM

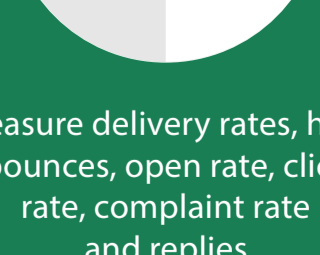
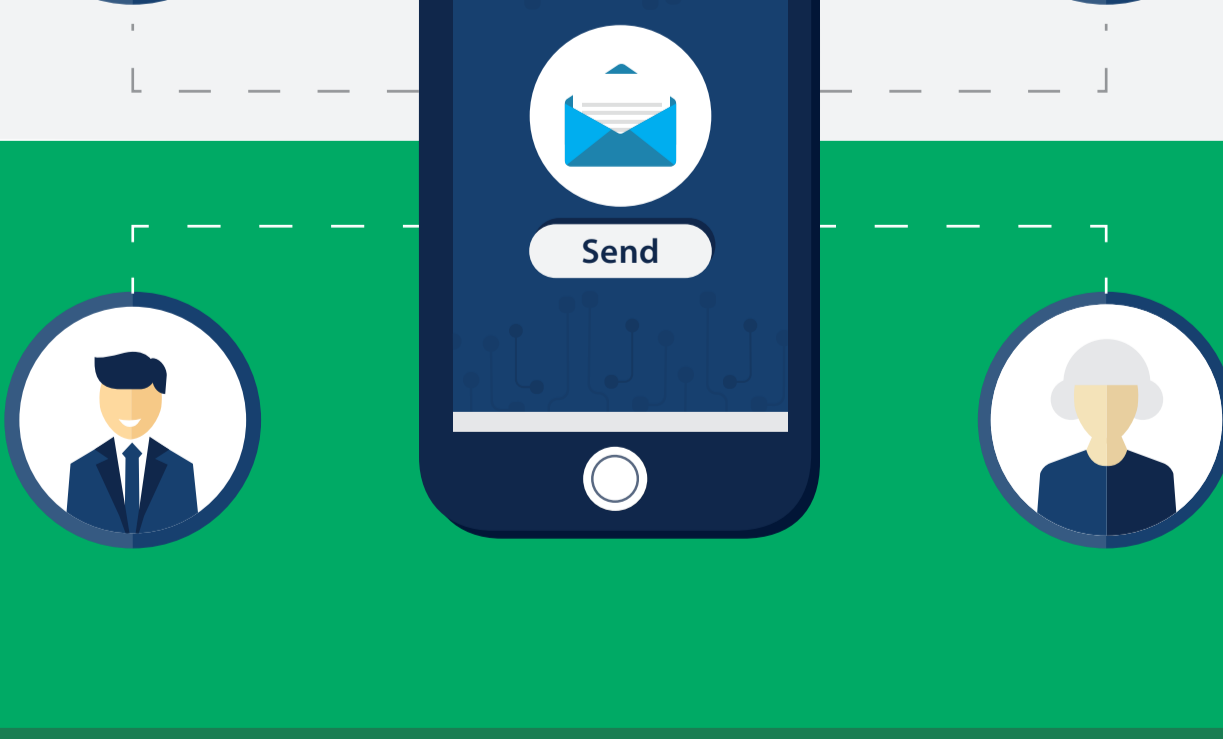
(Domain Keys Identified Mail) provides a method for validating a domain name that is associated with a message through cryptographic authentication.

DMARC

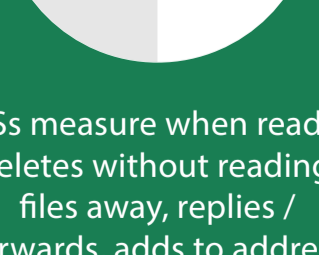
(Domain-based Message Authentication, Reporting and Conformance) - standardizes how email receivers perform email authentication using both of the well-known SPF and DKIM mechanisms.

Engagement

How recipients interact plays a pivotal role in determining if your mail remains in the reader's inbox.



Measure delivery rates, hard bounces, open rate, click rate, complaint rate and replies.



IPSS measure when reader deletes without reading, files away, replies / forwards, adds to address book and retrieves email from junk folder.



Do not use a 'donotreply' reply-to address.

Conclusion

Email delivery goes beyond the ESP and text records.

Email marketers should continue to monitor their data and the behavioural statistics from their campaigns, using the findings to help ensure that delivery rates as high as possible.

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

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