10 Key Steps to Boost EMAIL DELIVERABILITY

EMAIL DELIVERABILITY – the measure of how many messages actually reach the inboxes of their intended recipients – should be monitored regularly.

1. Configure a sound infrastructure

- Choose a consistent sending address
- Configure DKIM and DMARC and SPF
- Use multiple sub-domains according to the type of message (transactional, marketing)

2. Practice responsible data collection

- Comply with current legal regulations (legal notices, unsubscribe, GDPR, CCPA, address quality, opt-in, etc.)
- Include a clear message in your data collection forms on the nature and frequency of the mailings that you will send

3. Maintain a well-managed contact base

- Check the recency and validity of your contacts regularly (audit, delete inactives)
- Multiply the contact points and refocus your targeting as much as possible
- Be as consistent as possible from the collection process of your members (nature of sending, frequency of communications, values and history that you wish to transmit)

4. Run a careful marketing program

- Focus on engaging your audiences with respect to each message category (transactional, commercial, promotional)
- Encourage engagement from the first moment (double opt-in, welcome program, rhythmic relationship cycle and consistent with your brand)
- Ensure that your communications are clearly identifiable to your audience (adding to address books, moving in promotion or inbox categories rather than spam)

5. Practice common sense

- Ask yourself how relevant your messages are to your target audience (content, audience, frequency) and if you bring added value. These points are crucial!
- Use well-formed HTML & use ALT attributes on your images
- Be consistent in your layout & footer (with contact info)
- Avoid spammy words (think: FREE, LOAN, 100%, ACT NOW, etc.) & definitely don't overuse them (in subject line, pre-header, title, copy, etc.)
- Don't use spammy techniques like "white-on-white" text, hidden elements & only image emails

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MARKETING CLOUD

6. Control your marketing pressure

- ⊘ Optimize message frequency to personal preferences to avoid spam reporting and deletion

- ⊘ Reactivate lapsed clients with campaigns over longer periods of time at decreased frequency

7. Anticipate reactions by putting yourself in the place of your clients

- ⊘ Give your audience the ability to easily unsubscribe or modify their profile (access to their account, preference center)
  - Use the list-unsubscribe header
  - Use a clear unsubscribe link in your email
  - Ask for feedback once usubscribed to learn more about their experiences

- ⊘ Use a valid reply box to create engagement between user and your brand

8. Work on your open and view rates

- ⊘ Segmentation: Do you use all possible data to define your segments? Also leverage data from website visits and preference center.

- ⊘ Practice send time optimization. Arriving at the right moment in the mailbox of your clients will lead to better results.

- ⊘ Test and optimize your subject lines and CTAs. Make your messages more personal and relevant. Keep it short and interesting (and test)!

9. Act upon inactivity

- ⊘ Set up or evaluate re-engagement strategy: act faster by looking at the opening of the emails rather than the inactivity over time and re-engage more clients

- ⊘ Make sure to set up your sunsetting process: it will identify and gradually cease sending messages to disengaged users

10. Work on your click-through rate

- ⊘ Optimize your CTA: Avoid generic phrases, be clear where it will lead – and test!

- ⊘ Embed more links to increase clicks to relevant content

- ⊘ Ask yourself: Will the content behind the click be aligned with the expectation of your customer?

- ⊘ Use dynamic content and personalized offers based on marketing AI

- ⊘ Get more attention by using new templates and content to refresh the communication

- ⊘ Revise your existing journeys at least once a year, to make sure they still fit your current business, that the results are the same, and to maximize your omnichannel approach