

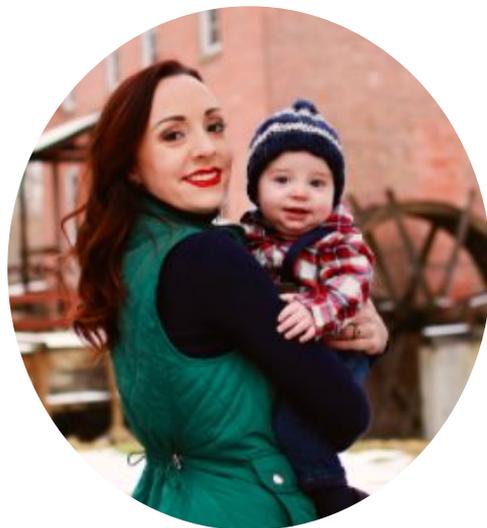
The image features the text "ActiveCampaign" in a white, sans-serif font, followed by a white chevron symbol (») pointing to the right. The text is centered horizontally and positioned in the middle of the frame. The background is a solid blue color with a subtle, light-colored circuit board pattern consisting of thin lines and small circles, resembling a network or data flow diagram.

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How to improve your email deliverability by understanding and leveraging domain reputation

With ActiveCampaign Deliverability Specialists Patrick Cappy and Hanna Fray

Deliverability Specialists



Hanna Fray



@hannaefray



Patrick Cappy



@pwcappy

Deliverability Specialists

I have been in the email marketing/automation space for about eight years. I believe that every legitimate sender should get a fair shot at the inbox, and pride myself on being able to provide up-to-date deliverability guidance so that clients can navigate the unique challenges of an ever-changing email landscape.

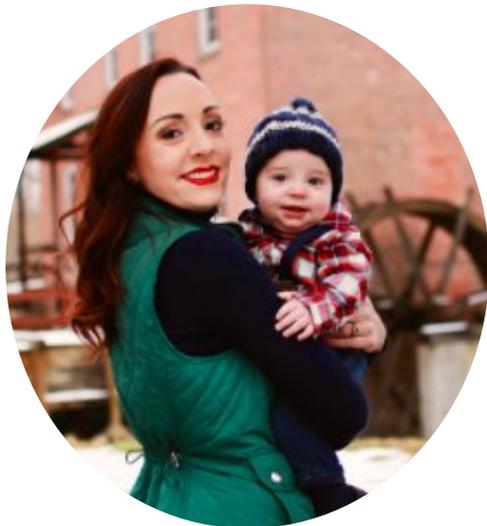
Fun Fact(s): Cat dad to two orange tabbys. Big fan of music, movies, and video-games. I am a PADI certified Rescue SCUBA Diver, and take a particular interest in anything to do with the ocean. When not at work, I'm usually cheering on the Portland Timbers and Trailblazers, or exercising my green thumb with gardening and yard projects.



Patrick Cappy

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Deliverability Specialists



Hanna Fray

 @hannaefray

I started my journey in deliverability in 2019 as the deliverability subject matter expert for the Sales and Success teams. A year later I officially joined the deliverability team. My goal is to address your deliverability concerns with expertise and compassion, keeping in mind your business objectives.

A fun fact about me: I love to travel, and lived in Italy for 4 years, and the Caribbean for 1 year. My husband, my son Everett and I take an international vacation every other year. We collect a golf ball from every place we visit!

Today's Agenda

Here's what we'll cover:

1. How to think about domain reputation
2. How domain reputation impacts your email deliverability
3. How to use domain reputation to improve email deliverability
4. How to achieve max email delivery using domain reputation

How to Think About Domain Reputation

1. Think of it like a credit score. A “high” score means more emails in the inbox. A “low” score (as a result of negative sending history) will take time to build and repair over time.
2. As a sender, you are solely responsible for building and maintaining your domain reputation.
3. It will follow you from platform to platform, and does not reset over time.

How Domain Reputation Impacts your Email Deliverability

Your domain reputation is either going to help, or hurt your deliverability.



Domain reputation can impact:



Placement

Are your emails landing in the inbox? Or being filtered into spam, promotions or other folders?



Delivery

Are your emails being delivered? Or are they delayed, or worse, being blocked?

Not all mailbox providers are created equal...



Web-based

Such as Gmail, Outlook,
Yahoo! Mail, AOL Mail, etc.



ISP's

Such as Comcast,
CenturyLink, Verizon, etc.

Measures of Success



Bounces

High bounces, old lists?

Low bounces, clean lists!



Unsubscribes

Thank you for leaving!



Open Rates

High opens? Good engagement

Low opens? Low engagement

How to Use Domain Reputation to Improve Email Deliverability

1. High domain reputation allows for more consistent delivery of messages. Less chance for blocks, filtering, etc.
2. Segmentation and other best practices allow you to target specific audiences. More engagement=better reputation.
3. If email deliverability is improved over time via domain reputation, you will see positive increased in key metrics (opens, clicks, website visits, etc.) - driving further success and revenue for your marketing efforts.

How to Achieve Max Email Delivery Using Domain Reputation

Maximum delivery means maintaining a positive domain reputation. How can you do that given all of the factors that influence reputation?

- Monitor your domain reputation metrics and inbox placement with third-party tools
- Keep your data clean
- Pay attention to your recipient behavior

Monitor your domain reputation metrics and inbox placement with third-party tools



Google Postmaster

Gmail represents more than 60% of an average list.

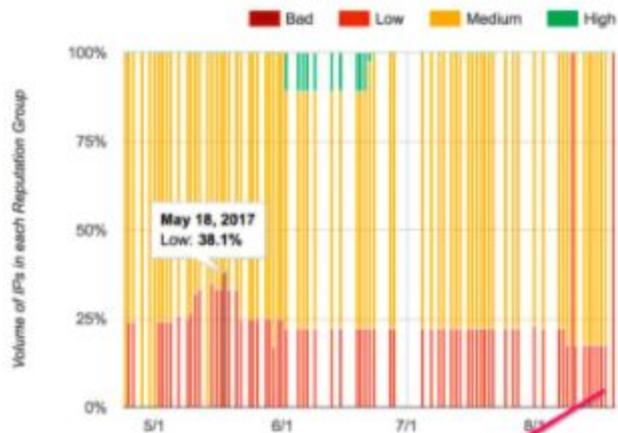


Seed testing tools

You can use seed testing to validate campaign rendering and to measure inbox placement

IP Reputation

o your image



Low reputation IPs for August 18

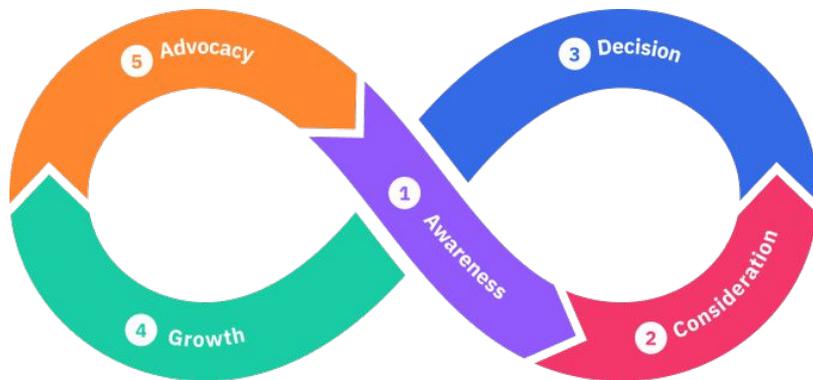
208.76.24.57-208.76.24.60

208.76.24.170-208.76.24.171

Keep your data clean

A negative domain reputation can come from something as simple as too high of a hard bounce (invalid email) rate over time. It may be tempting to email everyone on your list as much as possible, but using little or no segmentation or not having a sunset protocol in place to remove inactive recipients can have consequences for your reputation.

Pay attention to recipient behavior



Are you seeing more spam folder placement? Recent spam complaints about recent sends? Certain types of communication receive better engagement than others? Certain opt-ins resulting in a higher amount of unsubscribes?

Special Guest



Lori Vaughn

Director of Deliverability and Compliance

Special Guest: Lori Vaughn

Director of Deliverability and Compliance

Q: Why did mailbox providers expand their reputation tracking to domains? What issues are the mailbox providers attempting to solve for?

Q: Global freemail providers such as Gmail, Microsoft and Oath (Yahoo, AOL, Verizon) were the first to implement tracking reputation by domain in addition to IP. How are other ISPs or spam filters implementing domain reputation globally?

Q: How has the importance of domain rep shifted over the years? Where is it headed?

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