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Bounce-proof your email-marketing campaigns



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Email is the center of your online marketing efforts. Your [email deliverability](#) is impacted significantly by few major factors. Even if you are aware of that, your IP on a blacklist can halt your efforts as it can permanently damage your reputation. Here are a few questions you should ask yourself, which can really help you clean your reputation and can save your IP address from getting blacklisted.

Do you have the IPs warmed up already? Do you have the best email list to which you have started sending your mails? IP warming is a gradual process that happens over time, with the goal of establishing a reputation as a genuine email sender in the eyes of ISPs (Internet Service Providers). When an ISP observes email suddenly coming from a new or "cold" (recently dormant) IP address, they will notice it and immediately start assessing the traffic coming from that IP. Since volume is perhaps the most live factor in the eyes of SPAM filter, it is best to begin sending low to moderate volume (up to a million emails/month), eventually working your way up to larger volumes (over a million emails/month). This gives the receiving email providers a chance to closely observe your sending habits and the way your customers treat the emails they receive from you.

DO NOT be obsessive while sending mails to your prospective customers. Warm up your IP address. All IP addresses are cold initially, slowly you start sending mails and it needs to get warmed up by this gradually increasing email volumes. It takes time from 2 weeks to 1 month or even more. Gradually you build your best list and start building your reputation. During the initial period, keep a check on the emails you are sending to all the cold IPs without having the mails from actually getting bounced.

Are you sending emails to a large number people in the same domain?

You need to check whether you are sending emails to a large number of people in the same domain. This serves another red alert for the spam maker. In the new generation of cloud computing filtering process, it is easy for any company to maintain their black list easily. In that scenario it does not take much time to block your IP and prevent your prospects from getting your emails in their inbox permanently.

Is the content of your mails appropriate? Is your customer actually reading the mails you are sending them? Are you sending relevant contents to your prospects?

There can be many other factors, like from content in the emails, its subject line, the tone you have used while creating the content to your reputation as well as the authentication.

The content plays an important role in reducing the bounce rate. Your content should be concise, crisp and should use a direct tone. The subject line should be alluring. As far the deliverability is concerned, that the email should not be reported as a spam.

You need to address 2 things:

- Your spam score: mainly affected by keyword
- Your audience: how good is your reputation amongst your customer? Are they able to recognize you? Is your content relevant enough for them?

How you are managing your email list?

You can bounce proof your email list by taking the following measures:

- The emails should be accurate and error-free
- Avoid too many graphics. Instead present a plain readable English text, so that these can be scanned by a spam content filter
- Avoid suspicious subject line. Certain words like "offer", "special", and "free" should be strictly avoided
- Capital letter and exclamation mark should be avoided as the letters with such subject lines are considered as SPAM

- Make sure the content is relevant to your customers
- Validate contact email ID at the point of registration

You take all these measures and retain your customers. Keeping your email list fresh is critical to the success of your email marketing.

Also consider upgrading your software and introduce a real-time validation process to catch your customer and retain your customers. Utilize [list cleansing and correction](#) service on a daily basis can identify and rectify a majority of the invalid email addresses that results from domain errors, formatting problems, typo errors and misspellings.

About Span Global Services

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Span Global Services helps you take a complete dive into the most advanced data intelligence and premium data-driven services for technology companies. It provides specialized consultancy and solutions for businesses attempting to gain greater popularity in their niches. Over the decade, we have been delivering end-to-end data solutions for technology firms as well as IT-integrated marketing processes to clients from different business verticals.

As a high-tech savvy solutions provider in B2B markets, you gain customized services from Span using the latest business models through online, search, and innovative data strategies. With nearly a decade's expertise in data-driven services, our business intelligence enables you to utilize intellectual online data strategies along with data-driven insights, market reports, and IT support services.

By using our advanced IT-integrated strategies, data-centric solutions, and gamut of Data-Driven Marketing services, you can boost technology business growth as desired. We have catered Data-Driven Services for diverse industries including Information Technology, Automobile, Finance, Healthcare, Real Estate, Marketing & Advertising, Manufacturing, and Media & Publishing.

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