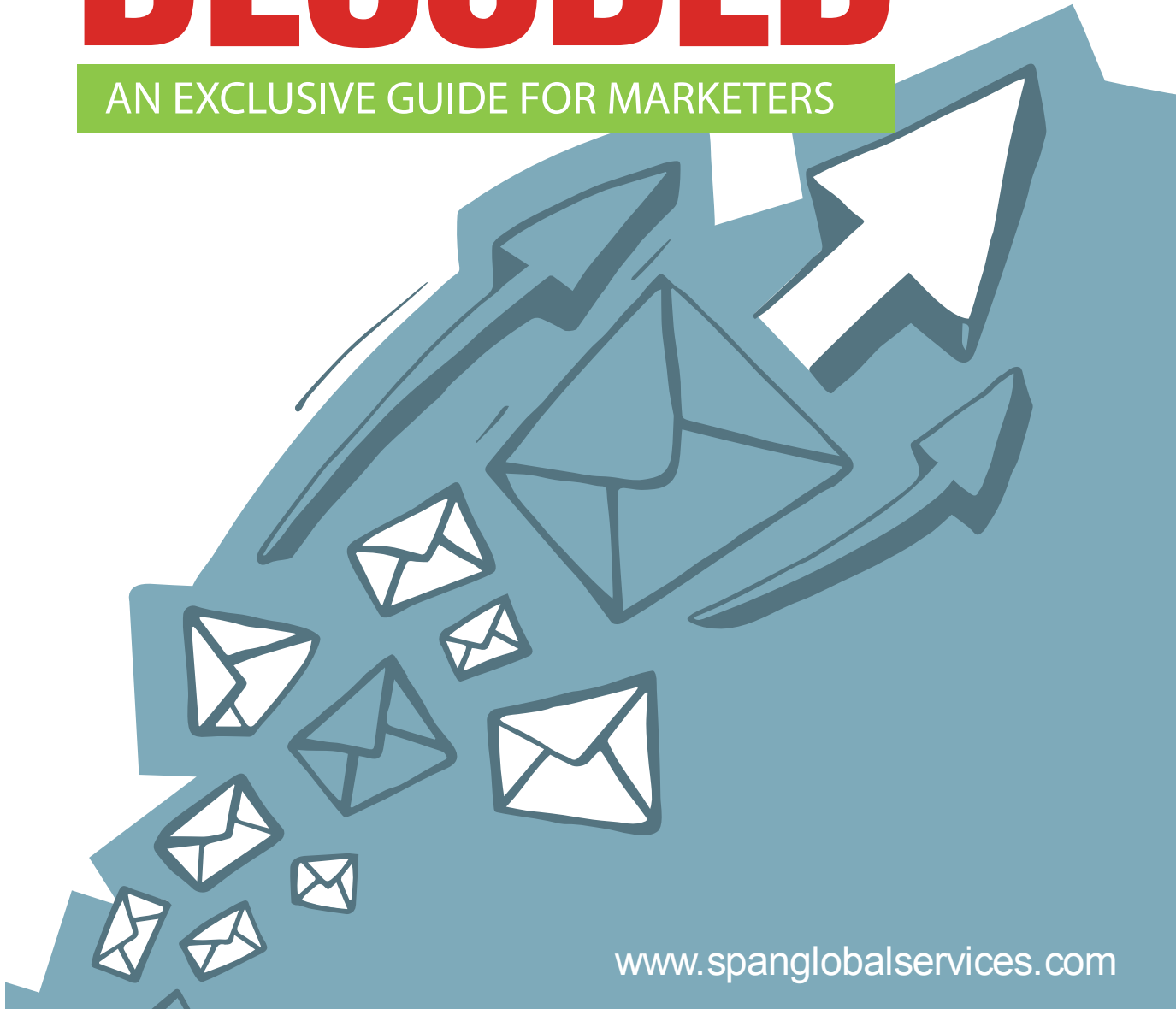




SPAN
GLOBAL SERVICES
GLOBAL GROWTH PARTNER

EMAIL DELIVERABILITY DECODED

AN EXCLUSIVE GUIDE FOR MARKETERS



List Cleanliness

The hygiene of your email list, no matter how best it is, requires constant maintenance. There are fewer factors more important than hygiene of your email list.

Every email list that you create gets worn out after a certain time period. Loss of subscriber's interests, subscribers changing email address and other factors are responsible for this. The more your email list decays, the lesser open rates, click through rates and few sales you generate. Your customer engagement also gets impacted. You should follow proper list management protocols to ensure high consumer engagement and sender's reputation.

Best practices of list management

- › Send emails to relevant people.
Use opt-in emails to create your list.

- › Doubly confirm subscribers who opt-in, when possible.

- › Encourage subscribers to add your email address to their address book.

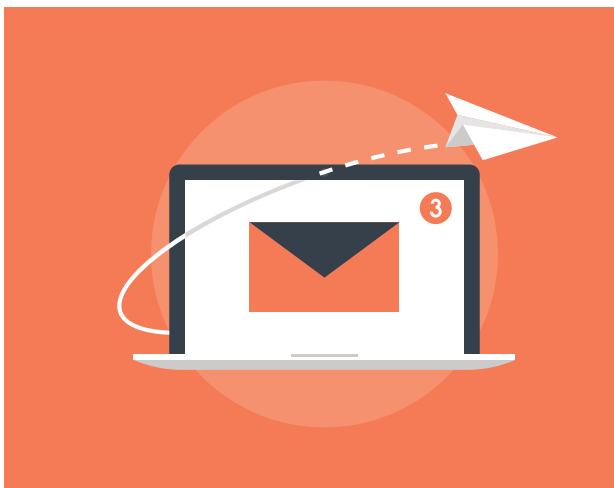
- › Ensure a transparent privacy policy

- › Roll out forms to capture customer interests.
Use the data to create custom email lists of subscribers.

- › Ensure an opt-out option for every subscriber.

- › Be consistent with your time and frequency for sending emails to subscribers; stick to it.

- › Clean your email lists regularly



Engagement

An ISP monitors customer engagement to determine inbox delivery. The more marketers become savvy in personalizing customer data such as frequent channel usage, browsing history, interests etc. – the more they drive high engagement with emails. Open rates and click rates are used as the prime metrics to measure engagement. Keeping your subscribers engaged is a challenging task. Subscribers, who stop interacting with your message or content for a long time period, can affect your campaign. By sending emails to unengaged subscribers, you increase the risk of losing your sender's reputation. ISP's track a user activity based on two categories – positive engagement and negative engagement. With regards to deliverability, click rates reflect accurate measure of an activity of the email recipient. Open rates are considered secondary metrics as they are sometimes inaccurate.

What actions of recipient's, defines a positive engagement?

- › Clicking links

- › Adding your email to their address book

- › Downloading or enabling images

- › Opening the actual email message

- › Scrolling through the message

What actions of recipient's, defines a negative engagement?

- › Deleting the message or email

- › Transferring email to trash or junk

- › Marking the email as read

- › Avoiding the messages



What measures need to be implemented to ensure high engagement?

- › Ensure proper segmentation of your audience
- › Update and clean your email list regularly
- › Send emails to your subscribers only
- › Include opt-in emails in the list
- › Create relevant content for subscribers
- › Create a re-engagement campaign for inactive users

Creating a Re-engagement plan

On the heels of a re-engagement plan, you can make a last ditch try to save inactive subscribers.

Emails are designed to ask subscribers to confirm their continued interest in receiving emails or refrain themselves from the future interaction.

Re-engagement programs are designed to get back lost subscribers. By thoroughly monitoring open and click rates, you can identify the inactive subscribers. Exclude subscribers who do not respond to your re-engagement efforts from your email list.

Sending further emails to them may put your campaign in sabotage by risking sender reputation, which ultimately impacts deliverability. Develop a strategy with changes in email frequency and content to avoid subscriber inactivity.



18 Key tips to craft the perfect email content

- 1 Your headline should be relevant to the email context/message
- 2 Keep the message short and crisp (within 60 characters including spaces)
- 3 Use color's to specify links
- 4 Ensure the correct website for each link
- 5 Ensure a nice display of your message in the preview pane
- 6 Avoid using images and do not include important text into images
- 7 Keep a high text-to-image ratio
- 8 Avoid using flash or JavaScript
- 9 Suggest your customers to whitelist your email address
- 10 Suggest customers on how they can contact you
- 11 Do not use words such as 'click here', 'click below'
- 12 Do not use 'Dear' as salutation
- 13 Avoid using phrases like 'for only' followed by a dollar sign
- 14 Avoid using words like Free, bonus, Discount etc.
- 15 Avoid writing in capital letters (ALL CAPS)
- 16 Do not use exclamation marks in a row
- 17 Do not use toll-free numbers unnecessarily
- 18 Include a line in the message to remind people that they have opted-in

International views on Laws and Regulations:

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U.S CAN-SPAM Act Disclaimer:

This information is published to know how legal issues may affect marketers. It should not be considered or perceived as legal advice. We encourage you to seek legal counsel for any queries.

The CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing) is an act that covers all commercial messages which the law defines, as 'any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service, including an email that promotes content on commercial websites. The law makes no exception for businessto-business emails. According to the act, each separate email in violation of the law is subjected to penalties of up to \$16,000. Here's what the law says:

The sender must maintain clarity in "From," "To," and "Reply-to" information. This will help recipients to identify the person or business and also the domain and email address.

- › The sender must keep the subject line relevant to the content.
- › The sender must clearly disclose the motive of the message as an advertisement.
- › The sender must leave an opt-out message reflecting how the recipient can optout from future email from the sender.
- › The sender must honor a recipient's opt-out request within 10 days and ensure the opt-out mechanism is able to process requests for 30 days from the day of the request.
- › The sender must keep a close eye on their partner's, sending emails and other messages on behalf of them. In case of any mishap both will be equally responsible.

It is important that you organize your email campaigns with clean and accurate email lists. A clean list, a relevant content and the right prospect will win you half the battle against every international law. Caution is always better than regret.

Global Email Statistics

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Table 1

Worldwide Email Accounts and User Forecast (M), 2015–2019

	2015	2016	2017	2018	2019
World Wide Email Accounts	4,353	4,626	4,920	5,243	5,594
Growth %		6%	6%	7%	7%
Worldwide Email Users	2,586	2,672	2,760	2,849	2,943
Growth %		3%	3%	3%	3%

The total email sent and received per day was over 205 billion. Email usage will witness a steady growth at an annual rate of 3% over the next three years.

Table 2

Worldwide Daily Email Traffic (B), 2015-2019

Daily Email Traffic	2015	2016	2017	2018	2019
Total Worldwide Emails Sent/Received Per Day (B)	205.6	215.3	225.3	235.6	246.5
Growth %		5%	5%	5%	5%
Business Emails Sent/Received Per Day	112.5	116.4	120.4	124.5	128.8
Growth %		3%	3%	3%	3%
Consumer Emails Sent/Received Per Day	93.1	98.9	104.9	111.1	117.7
Growth %		6%	6%	6%	6%

Table 2

Business Emails Sent/Received Per User/Day, 2015 - 2019

Business Email	2015	2016	2017	2018	2019
Average Number of Emails Sent/Received per	122	123	124	125	126
Average Number of Emails Received	88	90	92	94	96
Average Number of Legitimate Email	76	76	76	76	77
Average Number of Spam Emails	12	14	16	18	19
Average Number of Spam Emails	34	33	32	31	30

Facts:

At 1.47 million emails sent per month, US companies send more emails than the global average of 1.38 million

- Marketing Land

Open rate is highest when companies send two emails per month.

- Database Marketing Institute

83% of B2B marketers use email newsletters for content marketing.

- Content Marketing Institute

Non-office-based workers to say the Internet, email, and cell phones have given them more flexibility in the hours they work (51% vs. 19%) but also that these tools have increased the amount of time spent working (47% vs.18%).

- Pew Research

Six in ten (61%) American workers who use the Internet say email is “very important” for doing their job.

- Pew Research

90% of email gets delivered to the intended recipient’s inbox, whereas only 2% of your Facebook fans see your posts in their News Feed.

- McKinsey & Company

92% of online adults use email, with 61% using it on an average day.

- Pew Research

Employees spend 13 of their working hours each week in their email inbox (on average).

- McKinsey & Company

When it comes to purchases made as a result of receiving a marketing message, email has the highest conversion rate (66%), when compared to social, direct mail and more.

- DMA

Email is 40 times more effective at acquiring new customers than Facebook or Twitter

- McKinsey

Glossary

Spam:

Spam is unbidden commercial email messages. Spammers use it to spread Malware.

Spam traps:

A spam trap is an email address traditionally used to expose illegitimate senders who integrate email addresses to their lists without sanction. But they are additionally set up to identify email marketers with poor sanction and list management practices.



Bulking:

Bulking happens when your ISP route message containing SPAM into a bulk folder, instead of transferring it in the INBOX.

Blocking:

Blocking occurs when your ISP rejects a message by bouncing them back. Poor IP reputation is the main reason behind ISP’s blocking a particular IP address.

Blacklisting:

Blacklist contains emails of known spammers. Maintained by ISP’s, organizations and individuals use it to filter unwanted emails.

Whitelisting:

Whitelisting is a way for senders to assert they are following best practices, and should be trusted by the ISP. It is a declaration to an ISP that you will be sending high volumes of email from a particular IP address following all the required protocols.

Spoofing:

Creating an email with a fake sender address is known as spoofing.

Phishing:




Sending emails with false information and claims in an attempt to scam the recipient is known as phishing. It collects personal information mainly credit card numbers, social security, bank account numbers etc. of the user aimed for theft.

About Us

Span Global Services is a leading provider of digital marketing and data-driven services. The brand's forte lies in its data intelligence, which holds the largest intellectual mapping available in the industry. As an expert B2B marketing solutions provider, Span Global Services specializes in customized services using the latest business models in online marketing, search marketing, and innovative data strategies. It is the only social verified and email verified data provider across the world today. With nearly a decade's expertise in digital marketing, its business intelligence enables companies to utilize the intellectual online marketing strategies along with data insights, market reports, and IT support services. Consulting, Marketing, or Outsourcing solutions — Span Global Services is the most preferred choice.



SPAN
GLOBAL SERVICES
GLOBAL GROWTH PARTNER

-  www.spanglobalservices.com
-  info@spanglobalservices.com
-  877-755-0023

