Email Deliverability

How to Improve the Success of Your Email

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Recipients, Internet Services Providers (ISPs), Spam Filters, Blacklists and Email Service Providers (ESPs) All Play a Key Role in your Email Success

Here is What You Need to Know to Avoid Delivery Problems from the Start

Here are a few tips on deliverability to get you going. You can find more detailed explanations, additional tips and related background information in the subsequent chapters of this whitepaper.

The 10 key rules for successful email delivery:

1. Check that your messages are relevant. Does the message content apply to the target group?

2. Use the sign-up process to tell recipients about the content and frequency of future messages.

3. Analyze the performance of your address acquisition channels (e.g. website, prize drawings, etc.) and adapt your sign-up processes as appropriate if problems arise.

4. Make it as easy as possible for message recipients to unsubscribe.

5. Use your brand or good name to allow recipients to clearly identify your messages in their inboxes.

6. Always think about message open rates and click rates. You need to consider both the overall success of the message and the success of distribution through individual major providers.

7. Maintain your distribution lists. Complaints about spam and bouncing email addresses must be taken on board, and the addresses must be removed. Don't forget to adjust the bounce management functions of your distribution software to take account of your distribution cycles.

8. In the long term, numerous spam complaints will cause you problems with delivery. Regularly review the number of spam complaints you receive.

9. The HTML code used by your message should not contain major errors. Make sure your messages are created using W3C-compliant templates.

10. If you have questions about ensuring deliverability, ask your Teradata Account Manager. We're here to help with advice and practical support at all times.

Who Determines Success in Email Distribution?

A successful deliverability management process comprises three aspects that are now generally considered to be inseparable.

- Selection of the right email service provider, or of the best software tool to support the distribution process.

- Construction of a message that takes account of spam filters and ISP preferences.

- The recipient's acceptance of your commercial contact, message distribution processes that take account of recipient preferences and good list hygiene (good management of the recipients database).

All of these requirements must be met in order for an email marketing campaign to enjoy long-term success based on a high degree of deliverability, ensuring that the message is correctly rendered in the recipient's mailbox.

Teradata Digital Marketing Center meets all of the technical requirements that are expected of a successful deliverability management process.

However, the ISPs and spam filters that use increasingly refined methods to flag undesired messages and identify spammers must not be ignored. To an increasing extent, alongside compliance with the purely technical requirements, analysis of email senders pays particular attention to the content of the message, the frequency of distribution and the quality of the address list.
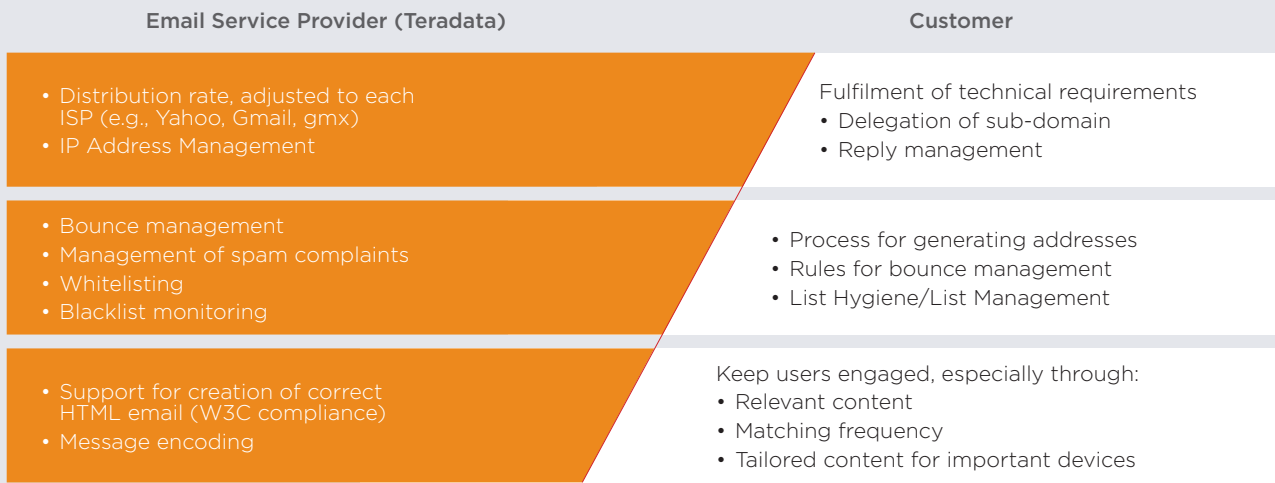

GLOBAL EMAIL DISTRIBUTION

From the numbers on email distribution around the world it is clear how important it is to differentiate yourself from spam mailers.

- 71.6 trillion emails sent in 2014 [1]
- 196.3 billion messages per day [1]
- 2.5 billion email users around the world [1]
- 80% of email was spam [2]
- 157 billion spam emails per day
- 4.1 billion email accounts worldwide [1]
- 25% are corporate accounts [3]
- 72 million new email users between 2013 and 2014

1 The Radicati Group, Inc., April 2014
2 ITU, November 2014
3 Royal Pingdom AB, 2010

Email Service Provider (Teradata)	Customer
• Distribution rate, adjusted to each ISP (e.g., Yahoo, Gmail, gmx) • IP Address Management	Fulfilment of technical requirements • Delegation of sub-domain • Reply management
• Bounce management • Management of spam complaints • Whitelisting • Blacklist monitoring	• Process for generating addresses • Rules for bounce management • List Hygiene/List Management
• Support for creation of correct HTML email (W3C compliance) • Message encoding	Keep users engaged, especially through: • Relevant content • Matching frequency • Tailored content for important devices

Fig. 1 – Division of work between the Email Service Provider (ESP) and the customer

In other words, the entire behaviour of the sender and, correspondingly, the positive reactions of the recipient, are evaluated and used as criteria that govern the deliverability of the message. As a result, deliverability is increasingly dependent on the email marketer, whose individual behaviour is responsible for creating a distinct, positive reputation.

This means that the importance of campaign planning is rising when it comes to ensuring that your messages are delivered by ISPs and successfully rendered in recipients' inboxes.

Teradata is responding to these challenges with a team of especially trained experts. They have the necessary experience in email marketing, and also possess detailed technical expertise. If you, as our customer, have any questions around the topic of deliverability, our team of experts will provide advice on all aspects of deliverability.

This innovative approach to consulting on delivery and rendering underscores Teradata's pioneering role in email marketing. We were among the first members of the Certified Senders Alliance (CSA), which is a central pan-European whitelist for professional bulk email senders. We also belong to the French association, Signal Spam.

We participate in the Message Anti-Abuse Working Group (M3AAWG). This international working group brings email senders and ISPs together.

Our direct contact with ISPs and active memberships with numerous associations and organisations for bulk emailers have enabled us to react immediately to changes implemented by ISPs. As a result, we have been able to incorporate powerful, easy to use features that take these developments into account, directly in the user interface of Teradata Digital Marketing Center, constantly responding to the changing requirements in the field of deliverability management.

TERADATA MEMBERSHIPS

Teradata has built up relationships with all major ISPs and is a member of many different associations of bulk emailers. We contribute actively to the main deliverability and anti-spam initiatives.

We are members of:

- BVDW
- Certified Sender Alliance
- DMA
- M3AAWG
- Signal Spam
- SNCD
- Interactive Advertising Bureau
- ISPA
- Email Experience Council (EEC)

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1. Delivery Thanks to Optimised Use of Teradata Digital Marketing Center

The following functions illustrate just some of the options that Teradata Digital Marketing Center offers to provide you with reliable support for deliverability management:

- DKIM signature
- Message Check (system feature)
- DMARC
- Transport Layer Security (TLS)
- Shared IP addresses or dedicated IP addresses
- Scalable speed of distribution
- Refined address management features
- Support for all common subscription methods
- Automated bounce management
- Preview of how ISPs render your messages
- Custom integration of your List Unsubscribe header
- Performance analysis tools
- CMS for the creation of W3C-compliant email
- Functions for dedicated inbox monitoring

Through the combination of these functions and its stable distribution patterns, Teradata Digital Marketing Center forms the backbone of successful delivery to your recipients' inboxes.

Of course, the full capabilities of the software in terms of deliverability can only be completely exploited when it is deployed in conjunction with a correctly configured

WORKING REPLY-TO ADDRESSES

"Do not respond" and "no reply" are still used as the sender address in around 50% of all welcome messages.

This is an error that should really not be overlooked when it comes to deliverability.

email campaign and well thought-out distribution.

The Sender

In order to achieve high delivery rates, the sender or bulk email marketer must be aware of how Teradata Digital Marketing Center's functions work alongside additional technical and creative measures in order to ensure that messages are categorised as trustworthy.

The great thing is, all of the adjustments that you make to the email campaign for the purposes of guaranteeing deliverability will also help raise customer acceptance, as well as making sure that your email communications are legally compliant and that the message design is high quality.

As a result, any changes made in the scope of deliverability management will also generate improvements in terms of recipients and their mailboxes.

Reputation with ISPs, Spam Filters and Recipients

When you plan your email campaigns, it is a good idea to consider every party that is involved in the delivery of the message.

The partners that participate in the delivery of messages comprise:

- The Internet Service Provider (ISP), who forwards messages to recipients.
- The spam filter, which evaluates the bulk email sender's entire distribution patterns and evaluates complaints about phishing and spam for the purposes of forwarding messages.
- The recipient, who can identify the message as desired and the sender as known.

All of these parties evaluate the message as it arrives on their system. No matter whether it is down to a corporate spam filter, a customer's click or an ISP rejection, any move to filter a message out of an inbox before it has been read will result in the failure of the campaign.

Therefore, reputation should not simply be seen as a technical process, but instead as a positive evaluation of the message by spam filters, ISPs and the recipient.

The way in which recipients react to messages is increasingly being evaluated by spam filters and ISPs to develop the most accurate templates for recognising unsolicited commercial email.

A Unique Identity

The first step in ensuring your messages are always delivered and read is to create a long-term reputation. The more frequently a sender's messages are read (because they include relevant information), the more likely it is that the recipient will then also click and open subsequent messages.

All of this requires the recipients to be able to accurately identify the sender. To help the recipient in this recognition process, all messages must be delivered using the same sender address. Using a brand name or corporate name in the sender address or in the sender name provides additional information about the party that is trying to impart the message. Phrases such as "Do not respond" or "no reply" will not help recipients or customers accurately identify you as the sender.

In addition, to assist the delivery of subsequent emails it is helpful if your recipients can be persuaded to add the sender address to their address book. The mail system often reacts positively to such actions, and it prevents the messages from this sender being filtered into a Junk Email folder. The example below shows the Junk filter in Firefox, which by default trusts all messages whose senders are listed in the user's personal address book.

Spam filters and ISPs also recognise messages sent using Teradata Digital Marketing Center, since a DKIM signature is also configured automatically for each customer. The Sender Policy Framework (SPF) is taken into account during the configuration stage, too, and can be set up from scratch if necessary.

The sender must simply undertake to desist from any activities that prevent accurate identification, such as sending messages using an incorrect email address, or manually changing address data for individual messages.

With these automatically integrated procedures, senders can start to build a positive reputation among ISPs and

can also set their messages apart from other bulk email senders. The latter factor in particular is of inestimable value for senders, since it prevents the illegal use of the sender's identity by third parties (e.g. in the distribution of phishing emails).

Identity and Your Reputation

Just creating an identity is not quite sufficient in guaranteeing that your email partners will deliver and read your messages. In addition, you need to generate positive responses to the identity. In this respect, ISPs, spam filters and recipients are largely similar. Each individual message and the sender's distribution patterns are observed and these observations contribute to an overall assessment of the sender.

The recipient plays a key role. Just as the entire attention of the sender is directed towards the recipient, equally the spam filters and ISPs react to the way in which the recipient responds, as well as the additional effects of the recipient's own filter criteria. Systems and filters learn from the behaviour of the recipient and the corresponding content and sender of messages to determine who is sending unwanted email. If a sender's email messages are frequently marked as spam, or are deleted before they are read, then internal corporate or user spam filters can react particularly quickly to these actions by automatically blocking subsequent messages. And ISPs also draw the corresponding conclusions sooner or later, too.
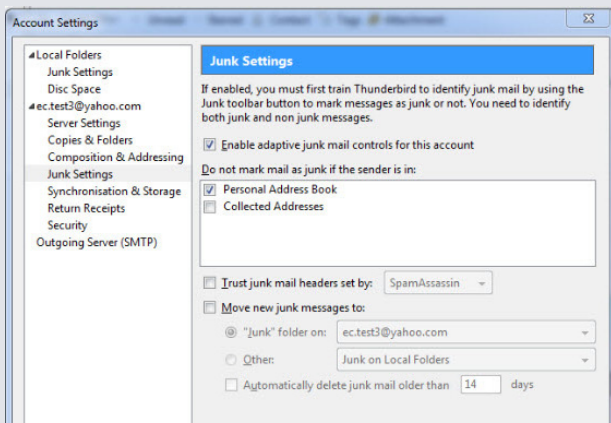

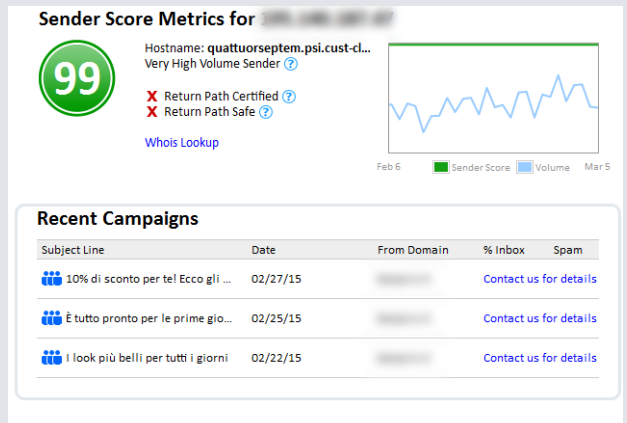Fig. 2 – Junk Filter Settings in Mozilla Thunderbird

Fig. 3 – Sender Evaluation at Senderscore

As a result, an automated response by ISPs and spam filters evolves so that it is no longer possible to guarantee delivery.

ISPs and spam filters do not disclose the actual models that they use to assess senders. That is quite understandable, since knowledge of the criteria used to evaluate and detect senders of undesired mass email

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SPF RECORD

With SPF, the server has a record of which IP addresses can be used to send messages from the corresponding sender domain. This clearly identifies the sender and makes it more difficult to send unauthorized messages using your email address.

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could soon be used by those senders to adapt their messages and distribution patterns. Without going into detail, it is possible to describe some of the criteria that play a key role in determining a sender's reputation:

- Address quality
- List hygiene
- Number of messages sent
- Frequency of contact
- Message content

The sender's behaviour is scored in all of these key areas, producing an overall assessment that determines the sender's reputation, and deliverability.

You can get a quick impression of your email distribution's current ranking among ISPs by looking at www.senderscore.org or www.senderbase.org

Building a Positive Reputation

It is often assumed that a sender who is completely unknown will have no initial deliverability problems since they have no negative reputation.

However, if you take account of the points system that ISPs use to assess bulk email senders, it is soon apparent that the lack of any reputation at all can also slow down delivery. Therefore, you should never start sending high volumes from unknown IP addresses.

Rather, these IP address should be introduced gradually. This warm-up phase, with an appropriate sender pattern and steadily increasing volumes, will then allow you to start mass mailing of messages.

Senders are only actually noticed if a certain volume of messages is reached. This distribution volume should not reveal noticeable peaks, but instead should be as regular and constant as possible.

Many smaller companies cannot ensure a constant level of weekly mass mailings. Therefore, when it comes to building their reputation they are particularly dependent on a reliable email service provider. If your company does not have the distribution volume needed to create a reputation, the email service provider will group you together under a single IP address with other smaller scale mailers.

The various senders then use a common IP pool and create a single reputation with the ISPs. This allows each individual sender to benefit from fast delivery to their recipients.

For this purpose, accurate monitoring, which Teradata provides for its customers, is essential. However, incorrect behaviour by one sender will affect all of the campaigns delivered from this IP pool. Teradata will automatically monitor the blacklists maintained by the leading ISPs and react immediately if delivery rates start to fall due to an incorrect mailing.
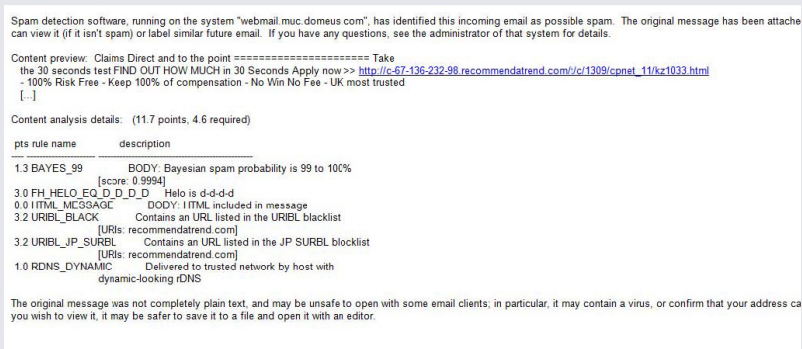

DKIM SIGNATURE

DKIM is one of the technologies used by ISPs to check whether a message really has been sent by the sender address. This is the technology with the best prospects for the future.

It is simply a means of technically identifying the sender. Each email is given a digital signature, which the receiving mail server can verify using the public key that is stored in the Domain Name System (DNS).

Fig. 4 – Messages Filtered by the Spam Filter

2. Address Quality

The first step in achieving complaint-free distribution is an email address list that produces as few bounces and spam complaints as possible.

Define Your Target Audience

Email campaigns are often viewed solely from the perspective of layout. Bulk mailers believe that as long as their "advertising" is sound, then recipients will respond with corresponding conversion rates.

However, this ignores the fact that delivery of a well-laid out message alone will not turn an existing interest in a product, brand or information into a conversion; you also need a suitable group of recipients. The conversion rate can fall even in the case of larger distribution lists if the list has not been segmented according to the suitable target audience or if the address list is of insufficient quality.

A reduced conversion rate is only one consequence. Recipients will react to irrelevant messages with actions that can be negative for the sender, such as:

- Unsubscribing from the list
- Marking messages as spam

While unsubscriptions will only have an effect on your address management in Teradata Digital Marketing Center, spam reports are recorded by ISPs and spam filters, and are not forwarded to Teradata Digital Marketing Center until later. As already explained above, spam reports affect how ISPs and spam filters react and thus have a negative impact on the sender's reputation.

Creating a Distribution List

When you import your distribution list, Teradata Digital Marketing Center verifies that the email addresses have the correct syntax. Invalid addresses are not even imported into the system.

In addition, the address import function can be configured so that recipients are only created as new if they do not yet exist in the distribution list, have not unsubscribed or have not been disabled by frequent message bouncing. This is particularly relevant if you want to update your recipients from other systems on a regular basis.

Teradata Digital Marketing Center takes responsibility for monitoring unsubscriptions, while the addresses can be managed in the third-party system. This means that existing recipients do not receive a second welcome message, multiple messages or any subsequent messages once they have unsubscribed.

REPUTATION DATABASES

If reputation databases are to help you get a realistic view of how ISPs assess your status, you need to consult as many as you can. You can use the following addresses:

- www.senderscore.org
- www.senderbase.org
- www.reputationauthority.org
- www.trustedsource.org
- www.barracudacentral.org/lookups
- www.symantec.com/business/security_response/landing/spam/index.jsp

However, long-term monitoring of delivery and click rates remains the best way of avoiding delivery problems.

SPAM FILTERS

Three core methods are used to identify email as spam.

- **Bayesian classification**
  Messages are filtered on the basis of a Bayesian analysis. The phrases and words used in the message are studied on the basis of the recipient's response. The occurrence of specific words corresponds to a specific probability of the email being spam. This analysis is used to determine whether or not to filter the message.

- **Blacklist methods**
  Check the email for expressions, keywords, links and senders who are already known to have a poor reputation. These are managed in a blacklist.

- **Database solution**
  Spam is recognised on the basis of the URL (or telephone numbers) being advertised.
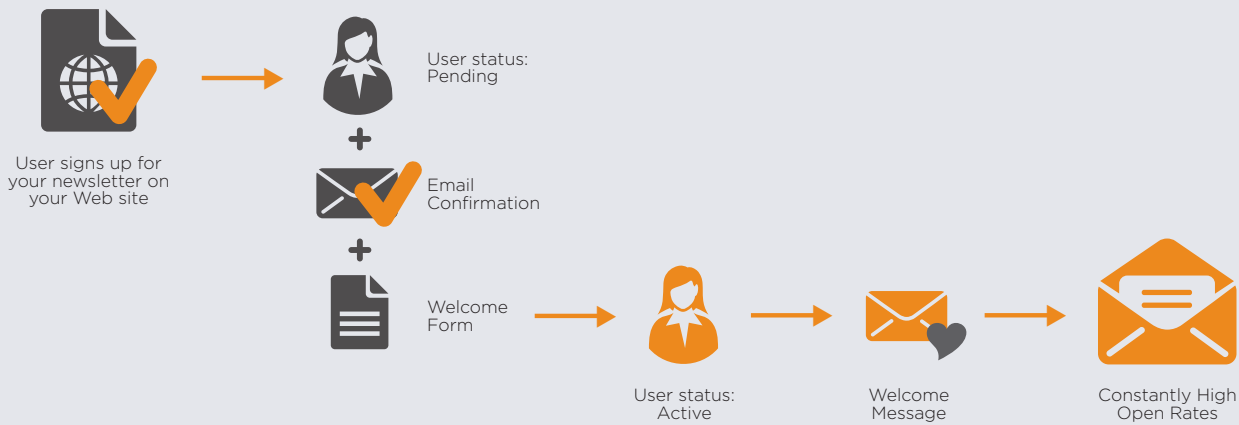
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Fig. 5 – Double opt-in: Recipients do not become members of the distribution list until they actively confirm their membership.

Verifying Addresses

In international markets, when new distribution lists are imported into Teradata Digital Marketing Center, you need to ensure that these addresses have been explicitly approved by recipients for use in email advertising. The legislation provides a comprehensive regulatory framework for this and makes it impossible to sell addresses for commercial purposes. But obtaining the recipients' approval is not simply relevant from a legal point of view.

ISPs also use so-called "spam traps" to check for prohibited email contacts. They do this by creating new email addresses or taking control of customer accounts that have not been used for a long time.

ADDRESS ACQUISITION

You should always take account of legislation when it comes to deliverability management.

Mostly this is a matter of adjusting processes for address acquisition and increasing customer acceptance in order to avoid spam complaints.

BOUNCES

Hard bouncing addresses must be deleted immediately from the mailing list in order to ensure continuing deliverability management, and measures should be taken to ensure they do not re-enter the list.

Soft bouncing addresses also demand the formulation of strategies to contact the recipients again and, if necessary, remove them from the system in the case of multiple failures to deliver.

These accounts have no activities of their own, such as subscriptions to newsletters or contacts resulting from orders. They are simply used to check when messages are being sent without permission. If a bulk email marketer sends a message to these addresses, then there is no prior approval and the ISPs react quickly by reducing the sender's reputation.

So if you have doubts about the quality of your distribution list it is useful to carry out additional checks.

Teradata offers a comprehensive address checking service for distribution lists that are being used for mailing for the first time, for example, after generating addresses via prize drawings. This detailed checking service detects and filters out addresses that are contained in Robinson lists, for example, or recipients that have been known to have resulted in errors for other systems in recent weeks.

Subscription

These post-event verification routines are always simply an add-on, and should not be a regular part of your workflow. For that reason, a well-designed subscription process is essential for ensuring delivery of messages without complaints.

The basic rules are:

• A strictly regulated, comprehensively planned subscription process will avoid complaints.

• Fast reaction to subscriptions is guaranteed to improve recognition by recipients.

• A suitable warm-up based around a series of welcome emails will awaken interest and put the sender in the minds of the recipients.

All possible subscription processes are stored in Teradata Digital Marketing Center and trigger system messages that replicate the subscription procedure directly.

Even if you attempt to reach as many customers as possible by diversifying the message widely and lowering the subscription barriers, you should rethink your subscription process from the point of view of deliverability management. After all, the higher the subscription barriers, the fewer complaints will be received about the messages and the lower the number of problems with spam filters and ISPs as a result.

Therefore, you should always consider implementing a double opt-in procedure.

Double Opt-In

Recipients do not become members of the distribution list until they actively confirm their membership. A nicely designed subscription process and well-laid out welcome message will lead to recipients being prepared for subsequent newsletters and becoming attached to the brand.

The design of subscription screens and the processes on your subscription pages also affect the subsequent address quality.

Requiring subscribers to enter their email address twice during sign-up can exclude the possibility of mistakes. Asking recipients for their interests means you can contact customers only on topics that matter to them. In addition, if the frequency of messages can be configured by the subscriber, both the sender and the recipient benefit and the recipients are happier about providing their details.

SOCIAL INBOX

In their spam filters, Google and Microsoft place value on interaction between the sender and the recipient.

This means that long-term friends are quickly recognised, as interaction between the two is high, and previous messages are answered quickly.

Yahoo adds to this method by also taking account of contact through its Yahoo! Messenger.

Therefore, for your email marketing campaigns and successful delivery it is important for you to prioritise interaction with your customers.

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3. List Hygiene

Even if all of the guidelines for address generation are followed closely, you won't succeed in stopping contact with customers who have no interest in the information you are sending out.

For this reason, it is important that you offer clear and easy to follow unsubscription processes. These will allow you to react to unsubscription requests however they are received, and also to spam complaints, and avoid mistakes that may result in negative assessments of your reputation.

Targeted Unsubscription of Addresses

Teradata Digital Marketing Center implements four regular unsubscribe processes to counteract the spam button. When you create messages using Teradata Digital Marketing Center, there are various ways of unsubscribing and disabling recipients. As well as building in unsubscribe links, the software can also filter customer responses on the basis of key words such as "unsubscribe". A support query or response to the email can also be used to trigger the automatic unsubscribe process.

INACTIVE RECIPIENTS

If a recipient does not react to a mail within eight weeks, the address should be considered to be inactive.

For reasons of deliverability, you should then initiate reactivation measures. In the case of continued lack of activity, the final step is automatic removal from the list.

Another process, which is supported by ISPs, is the additional use of a List Unsubscribe header. The major ISPs such as Gmail, MLH and CSA members react to this short line of code in the message header by generating an unsubscribe link or button in the center of the message. This makes it easier for your recipients to unsubscribe directly.

For example, it may be useful to create a distribution list that only supplies active readers with newsletters and the latest information. If interest in information dwindles, the mailings to this reader can be reduced and not increased again until the next email has been read. This allows you to react very precisely to individual reader responses. It also helps avoid delivery of high numbers of messages at once in situations where personal circumstances such as holidays or high workloads prevent emails being read.

In addition, it helps reduce the number of unsubscriptions from newsletters, which as described above can also be triggered by clicking the spam button.

Instead, long-term inactive recipients can be reactivated by means of special campaigns, or can be automatically removed from the distribution list as the final stage in the process.

Once the different campaigns have been launched and planned according to recipient responses, there is no need for any further manual intervention by the sender. Teradata Digital Messaging Center reacts automatically to ensure a quality of address list management that far exceeds simply reacting to bounce messages and unsubscriptions.
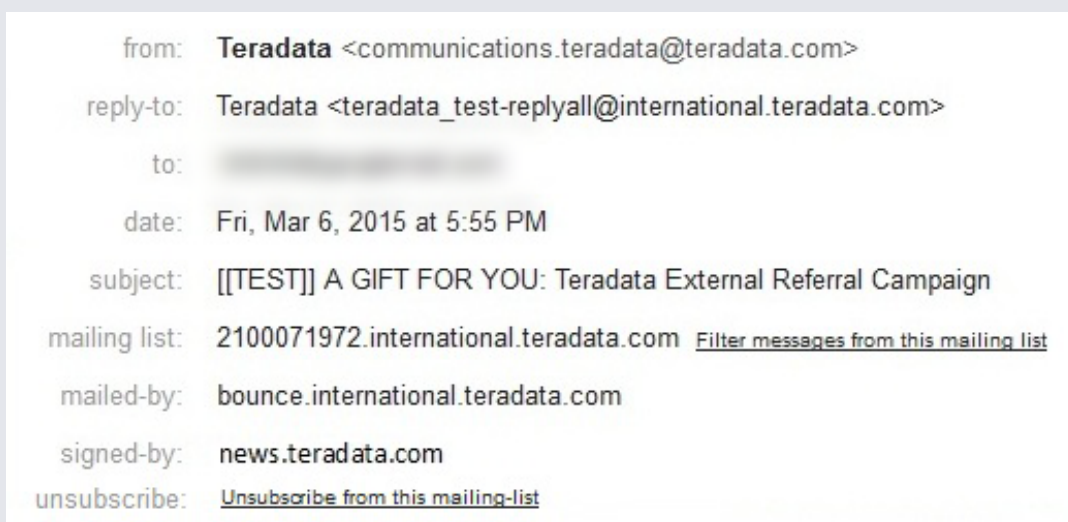

Fig. 6 – A List Unsubscribe header shown in Google

4. Message Content

Things are quite different when it comes to message content. Here, most of the responsibility lies in the hands of the message creator, the copywriters, graphic designers and bulk email marketers.

This is obvious when you consider the message from the recipients' point of view, as they evaluate everything by hand. But spam filters and ISPs also use content as a deliverability criterion. First, word lists are used to filter out spam messages, and secondly, the content can also be evaluated in conjunction with recipient interaction. Therefore, if messages with specific content produce increased levels of complaints, the system learns to recognise this content and reacts correspondingly.

The Bayesian filters can only be countered by designing the content carefully.

Careful Text Selection

Normally it is sufficient to write your own text in trustworthy, professional language, to avoid problems with recipients and filters. Due to the increased importance attached to recipient actions, major ISPs now even deliver messages that previously would have been filtered out on the basis of the text they contain (e.g. offers for Viagra or loans).

Despite this, the design of your advertising message should be tailored to your product. Promises of excessive prizes come across as unprofessional and while they may not necessarily be filtered out due to their content, the negative recipient response they elicit may still cause them to end up in a spam folder.

In contrast, a personal approach can create confidence, not just among customers but also with mail systems and spam filters.

Professional Layout

Just as changing your text to be more recipient-oriented can solve nearly all problems, you can also make simple layout adjustments to help improve deliverability.

Lots of exclamation marks and text in capital letters are forms of text that bulk email marketers should refrain from using. The negative assessment of such text layout by filters should simply be seen as a final confirmation that using these texts is not appropriate.

However, anyone who attempts to evade text analysis tools completely by sending their message solely as an image will also be thwarted by the spam filters.

Your recipients' responses can be used as an indicator of appropriate design here too. If you want to reach your customer, your message should be designed so that the content can be conveyed without the use of images, since images are often switched off by default in people's inboxes.

Ensuring the message looks correct even if images are not shown (in other words formatting the message so that it can be read in text mode) is an important aspect, and not just from the point of view of deliverability.

Fig. 7 – Default spam settings for Apple Mail

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HTML Code

When spam messages are created, the senders put as little effort as possible into generating their messages. They aim to achieve their sales objective simply on the basis of the volume of the emails they send.

For that reason, the use of W3C-compliance HTML code is a clear differentiator between spam and professional messages. And vice-versa if you use Word or similar applications to generate your HTML code, you could be in for problems.

In Teradata Digital Marketing Center, bulk email marketers have a very simple-to-use HTML editor that supports the creation of W3C-compliant HTML emails without the need to turn to a design agency.

W3C-COMPLIANCE

Creating W3C-compliant messages is an easy way of avoiding delivery problems. You can check message compliance on the web at http://validator.w3.org/

RATIO OF TEXT TO IMAGES

The ratio of text to images should be 80:20. The more text there is, the lower the suspicion of spam. At the same time, this helps you to ensure that your message is rendered correctly in the recipients' inboxes.
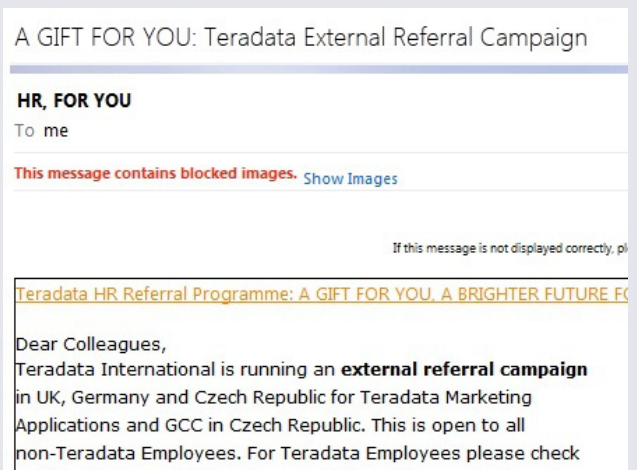

Fig. 8 – Disabled images in Yahoo Mail

5. Mailing and Tracking

The final stage in achieving a positive assessment of the bulk email sender is an appropriate mailing volume and accurate tracking of your success.

Mailing Volume

As already mentioned, mailing volumes should not be excessive.

Spammers always send a single message to massive numbers of recipients using an address that has previously barely been used. For that reason, ISPs interpret mass Mailings on this scale as a clear indicator of spam. This either slows down delivery of the messages, or simply flags them directly as spam.

When you work with Teradata Digital Marketing Center, decisions about the speed of delivery must already be made when you are planning your email campaign. The reason is, even if a shared IP pool allows high mailing rates for individual users, one-off campaigns with excessive mailing volumes can have negative effects. You should also consider that not every message needs to be delivered at the same speed. Order confirmations, invoices or other one-off messages have higher priority and should be sent without delay where possible. The low number of such messages also helps ensure their delivery to inboxes.

When it comes to mailing large numbers of newsletters to big distribution lists, or the first mailing to a new set of addresses, it may be useful to split the messages into batches in order to control the speed of the mailing. Especially when you are using new addresses for the first time, this may also help mitigate the reaction of ISPs to poor quality addresses.

Measurement and Controls

This reaction to special campaigns is only possible due to careful monitoring by bulk email marketers. Monitoring allows you to react to falls in delivery rates or poor conversion rates before you experience real problems with delivery.

While Teradata will detect mass problems with delivery immediately, allowing the appropriate measures to be taken in real time, smaller adjustments may also be made in advance.

This is recommended, as demonstrated above, because corporate spam filters and recipients themselves are often very sensitive to unwanted or inappropriate advertising contacts. These initial delivery problems can be detected after every campaign with just a couple of clicks in Teradata Digital Marketing Center. In severe cases, large-volume mailings can even be halted while the errors are corrected.

A responsible email marketer also has the opportunity to evaluate the success of each message according to the origin of the address.

For example, if recipients who were added through a specific promotion react visibly less well to a mailing, you can respond with an appropriate welcome campaign or a slightly modified offer. The results of this monitoring can reveal which activities are suitable for expanding your address pool. This not only avoids deliverability problems, but also allows campaigns to be verified and improved in a targeted manner.

As you can see, deliverability management is not just a technical checklist. It is the best way for marketers to verify their customer orientation and to control their own success.

DOMAIN STATISTICS

Teradata Digital Marketing Center offers meaningful statistics for the top 20 domains. Statistics about message opening and clicking gathered from long-term monitoring can therefore be used as benchmarks for the success of your message.

A comparison of subscription and unsubscription rates with incoming spam complaints provides a comprehensive overview of the expected changes in your reputation with the ISPs.

If, after reading this whitepaper, you still have concerns about how to go about implementing best practices in deliverability management, please contact our Professional Deliverability team for advice.

Our experts have been involved for many years, not just in the technology but also in planning real campaigns for our customers.

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The Four Pillar Framework of Deliverability

Four pillars improve the deliverability of your messages: Teradata's features support you before you hit the send button. Should you still run into issues, we've got the experts to identify and resolve them quickly.

Product Features

Teradata Digital Marketing Center offers the tools to improve deliverability right away.

- **Bounce Management** will let you keep a clean list by identifying and removing email addresses that do not accept emails.
- **Frequency Capping** allows us to configure the ISPs accepted volume limits to reduce the risk of you sending too many emails too fast.
- **Message Check** will validate each message for potential association with spam.

Deliverability Expertise

Our global team of Deliverability experts has such a long standing history in email marketing that we know the industry inside out.

We attend and actively participate in M3AAWG, DMA/EEC, Signal Spam, and CSA (Certified Senders Alliance) and other key industry groups so we can stay on top of industry trends and advise you accordingly. We nurture relationships with ISPs, Spam Filter and Blacklist/Whitelist organisations, and we listen closely to their recommendations, and pass these findings on to you.

Monitoring

Our systems are well-kept and monitored around the clock. We're giving proactive warnings should there be deliverability problems. As speed is essential in the email business, we're prepared to act quickly to resolve any issues that prevent your email from delivering quickly.

We are a collaborative partner with Return Path, and are experts in the Return Path tool suite.

Premium Services

Our experts can take a close look at your email campaigns and identify specific areas of improvements to maximise inbox placement rates.

How Teradata Can Help

Addressing the deliverability challenge has never been easier. Teradata helps you:

- Apply best practices for your templates and campaigns, right from the start.

- Give your message a fantastic, modern look and make sure that it is optimally formatted for maximum deliverability.

- Save time and money with our professional templates, allowing you to focus on your creative campaigns instead of worrying about the technology behind the scenes.

- Providing you exact previews of your message in email clients that matter.

- Get exact metrics on the devices that are used to open your emails, with statistics that are compliant to the industry standards defined by the Direct Marketing Association (DMA) Email Experience Council (EEC).

Our global team of deliverability experts will make sure that your emails get delivered.

It manages the so-called "On-Boarding" process for most new clients and will—together with you—develop your specific "warm up calendar" for your service.
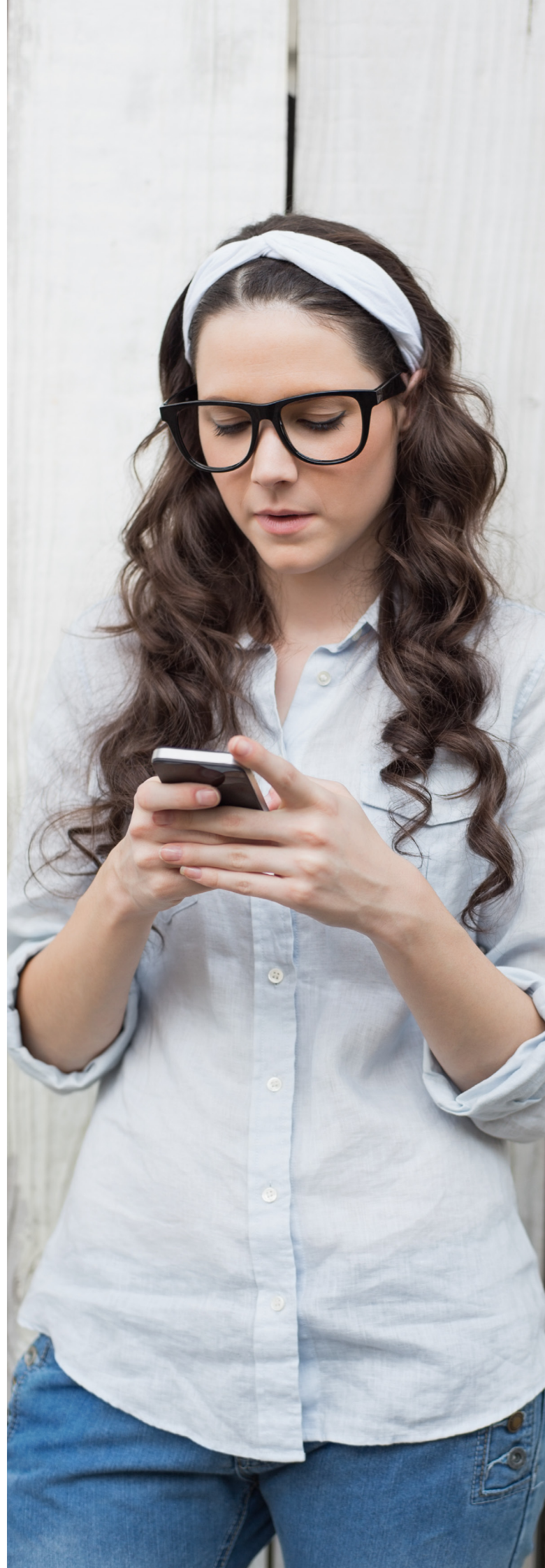
As true email advocates, the team creates detailed analyses and reports and share best practices with you. The dedicated "Reputation Desk" helps you to achieve the reputation in the eyes of the leading ISPs that your brand deserves.

Whenever you encounter a problem or a question concerning the way your emails are being transmitted from our mail server to your recipients, the deliverability team will be involved—directly, or silently in the background.

The result? You will avoid errors and save time and money because you do not need to reinvent the wheel. You will improve overall cost of ownership, increase engagement, and deliver a consistent brand experience. Your customers will react positively and improve the response rates and ROI of your campaigns.

To learn more about Teradata Digital Marketing Center, please visit **marketing.teradata.com**

We power marketing.

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