Back to the Basics: 3 Things Preventing Email Marketers From Reaching the Inbox

The discussion will begin at 2:00 PM ET. You can listen to the video using computer speakers or headphones. Please submit any questions you have and we'll do our best to address them during the Q&A session.

PRESENTER

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Validity

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Email Strategist
Validity

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SVP of Media Solutions and Strategy
eMarketer

Sponsored content presented by validity
Back to the Basics:
Three Things Preventing Email Marketers From Reaching the Inbox

Presenters: Jessica Hunt & Tori Garcia
Meet Your Presenters

Jessica Hunt
Professional Services at Validity

Tori Garcia
Professional Services at Validity
1. Start with the Basics
2. List Management
3. Email Content
4. Sender Reputation
Start with the Basics
Path Into The Inbox
The average lifetime value of an email address is $42

Source: DMA

1,000,000 subscribers
X
1% increase customer retention

= $42,000 in additional revenue
80 percent of future revenue comes from just 20 percent of existing customers

Source: Campaign Monitor
25 percent of marketers reported email's overall effectiveness as declining in 2020.

Source: Validity, State of Email Marketing 2021 report

<table>
<thead>
<tr>
<th>Effectiveness Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The effectiveness is improving significantly</td>
<td>8%</td>
</tr>
<tr>
<td>The effectiveness is improving slightly</td>
<td>30%</td>
</tr>
<tr>
<td>The effectiveness is holding steady</td>
<td>39%</td>
</tr>
<tr>
<td>The effectiveness is declining slightly</td>
<td>14%</td>
</tr>
<tr>
<td>The effectiveness is declining significantly</td>
<td>9%</td>
</tr>
</tbody>
</table>
Three Things Keeping You From the Inbox

Although there are several factors keep you from the inbox, the top notable deterrents include:

1. List hygiene
2. Email content and personalization
3. Sender reputation

Source: Validity, State of Email Marketing 2021 report
List Management Basics

*Why is who you send to so important?*
List Management Is A Top Email Marketing Tactic

Just 56% of Marketers reported using list management in 2020 as an Email marketing tactic versus 63% in 2019.

Marketers getting inbox rates higher than 90% reported using basic List Management tactics such as:

- Sending only to engaged recipients i.e. recipients who are actively opening your emails in the past 3 to 6 months
- Making sure lists are clean and validated
- Not using purchased, rented, or borrowed lists

Source: Validity
Why Engagement Matters

- For the recipients who aren't opening, **Re-Engagement Campaign** is a way to re-capture engagement.
- If the contacts don't re-engage, then it is time to enact your **Sunsetting Policy**.

"Think of email engagement as a trust-meter. If you send emails that receive high levels of positive engagement, mailbox providers view you as a credible sender and reward you with improved deliverability."

- *ActiveCampaign*

Source: *ActiveCampaign*
Sunsetting

A Sunsetting Policy is a way to remove inactive recipients from your list.

Every marketer should have a Sunsetting Policy.

<table>
<thead>
<tr>
<th>*Message type</th>
<th>Unique open rate</th>
<th>Unique click-through rate</th>
<th>Unique click-to-open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial/newsletter</td>
<td>7.8%</td>
<td>1.7%</td>
<td>22.1%</td>
</tr>
<tr>
<td>Legal</td>
<td>7.6%</td>
<td>0.5%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Marketing</td>
<td>12.5%</td>
<td>0.8%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Reactivation/reengagement</td>
<td>20.2%</td>
<td>3.1%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Research/survey</td>
<td>14.3%</td>
<td>2.2%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Service</td>
<td>37.58%</td>
<td>6.3%</td>
<td>16.8%</td>
</tr>
<tr>
<td>Other</td>
<td>28.8%</td>
<td>2.4%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

Source: Epsilon – Email Trends Report Q3 2018
List Validation

When validating a list, remove any:

- **Typo Addresses** – This is a no brainer, but we've seen senders leave these in.

- **Role Addresses** – These addresses change hands often and while they may be checked regularly, they may not be, which can hurt your engagement metrics.

- **Risky** – Don’t risk it.
Email Content Basics

How does your content impact conversion?
How To Avoid The Spam Folder

Set expectations with the subscriber upfront and send content they want! Basic tactics to achieve this goal include:

- Optimize the power of personalization
- Respect subscriber data
- Send the right message, at the right time
- Monitor, Monitor, Monitor
Optimize The Power of Personalization

Personalized emails deliver 6x higher transactional rates

Examples of effective personalization:

- Hyper targeted segmentation
- Focus on the subscriber lifecycle
- Utilize zero party data where possible

Source: Experian
Zero-Party Personalization: **Examples**
Respect Subscriber Data

The most recent privacy & data protection laws around the globe:

- [European Union & UK] General Data Protection Regulation
- [Brazil] Lei Geral de Proteção de Dados Pessoais (General Data Protection Law)
- [California] California Privacy Rights Act
- [Canada] Consumer Privacy Protection Act

Transparency ensures subscribers are fully aware of what they are signing up for and what is happening to their data.
Automated emails get 119% higher click rates than broadcast emails

Source: Epsilon
Monitor, Monitor, Monitor

Metrics to monitor:
• [Everest] Inbox placement
• [Everest] Sender Reputation
• [Everest] Spam Traps
• [Everest/ESP] Complaint Rates
• [ESP] Delivery rate
• [ESP] Open rate
• [ESP] Click rate
• [ESP] Unsubscribe rate

Source: Validity, State of Email Marketing 2021 report
Sender Reputation Basics

How does sender reputation impact subscriber outreach?
Marketers With The Highest Open Rates Monitor Their Sender Reputation

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>I don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you actively monitoring your sender reputation?</td>
<td>52%</td>
<td>37%</td>
<td>31%</td>
</tr>
<tr>
<td>16% or more avg. open rates</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15% or less avg. open rates</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Validity, State of Email Marketing 2021 report
Things That Affect Sender Reputation

1. Complaints
2. Unknown Users
3. Spam Traps
4. Engagement
Free Tools To Check Reputation

1. **Sender Score**: Senderscore.org measures IP reputation on a scale of 1-100

2. **Google Postmaster Tools**: Tracks high volume sending to Gmail and gives insight into both IP and domain reputation at Gmail.

3. **Microsoft SNDS**: Tracks content sent to Microsoft's commercial domains (Outlook, Hotmail, Live, MSN) and gives insight into IP reputation, complaints, bounces, and trap hits. SNDS is for senders with a dedicated IP address.

4. **Universal FBL**: Know your complaint rates with this free source which monitors 24 different email providers or partner with your ESP to stay up to date on your complaint rates.
Repairing Reputation

- Make sure IPs and Domains have been warmed
- Check your List Engagement and sunset inactive addresses
- Personalize your emails
- Authenticate your emails
- Send consistently at a pace your recipients expect to receive your emails
- Watch your spam complaints – getting too many complaints? Time to do something different.
- Use all the tools in your toolbox to make improvements
Go Back To Basics

Remembering the basics of email marketing List Management, Content Expectation, and Sender Reputation will help you land in the inbox in 2021 and beyond.
Thanks for joining today’s Tech-Talk Webinar!

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March 16  |  From Data to Activation: How to Empower an Insights-Driven Organization
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