



The New Era of Email Marketing – Strategies for Better Deliverability

Robert Brandl, EmailTooltester

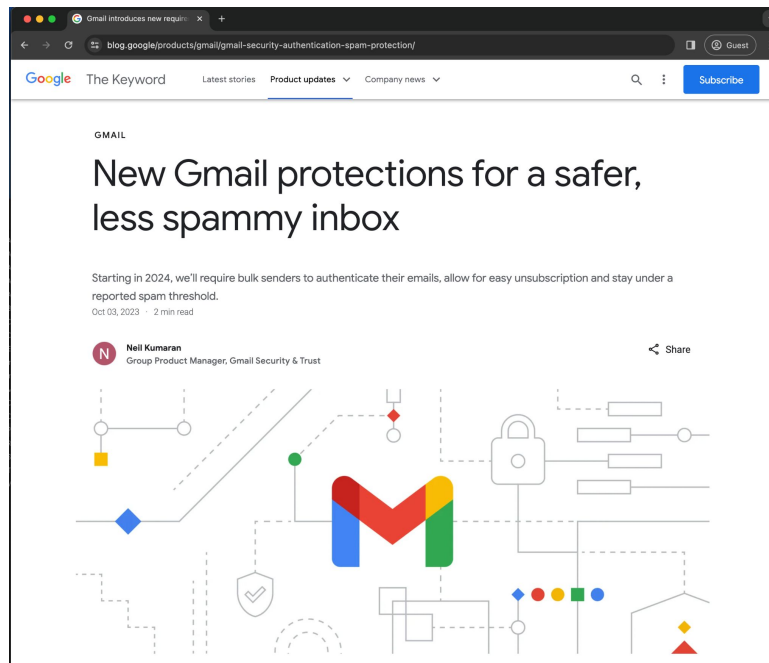


emailtooltester

[ActiveCampaign >](#)



What changed (on the surface)?







The new bare minimum

- **Authentication:** SPF, DKIM, and DMARC required
- **Unsubscribes:** Senders must provide a one-click unsubscribe option.
- **Spam Complaints:** Senders should aim for a low spam complaint rate, ideally less than **0.3%**.



Quick Authentication Check

etting mistakes to avoid

Inbox x

EmailToolTester x



Tooltester

23 Nov 2023, 17:54



- Reply
- Reply to all
- Forward
- Filter messages like this
- Print
- Delete this message
- Block "Robert from EmailTooltester"
- Report spam
- Report phishing
- Show original
- Download message
- Translate message
- Mark as unread

emailtooltester

Hi Robert,

Have you sent your first newsletter yet?

If not, don't worry. It usually takes a while to get everything set up
suitable topics to write about.

Keep in mind that there are some **common mistakes** that many
make when sending newsletters. [This article](#) describes what these mistakes



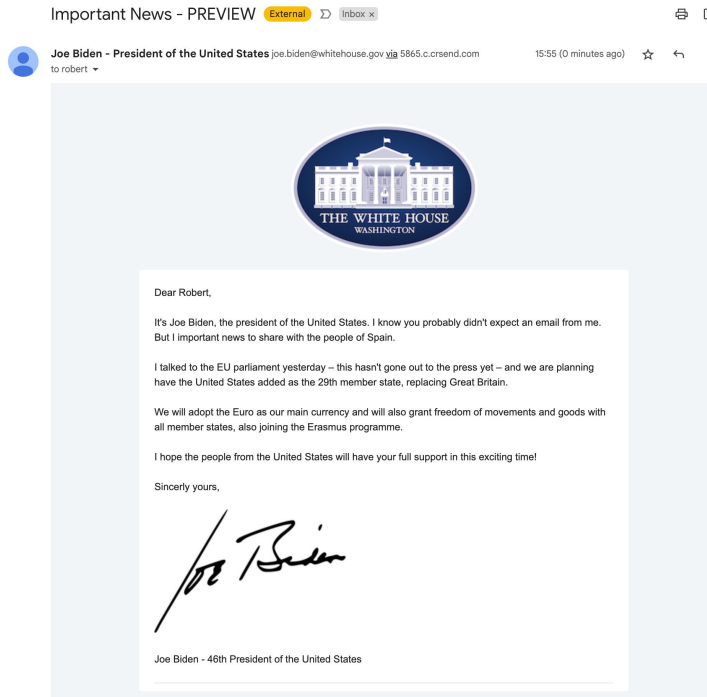
Quick Authentication Check

Original message

Message ID	<e4873f72-809a-4ce5-8e42-4ae24813fa74@smtp-relay.sendinblue.com>
Created on:	23 November 2023 at 17:54 (Delivered after 1 second)
From:	Robert from EmailTooltester <contact@emailtooltester.com>
To:	robert+14nov@emailtooltester.com
Subject:	7 email marketing mistakes to avoid
SPF:	PASS with IP 77.32.148.247 Learn more
DKIM:	'PASS' with domain emailtooltester.com Learn more
DMARC:	'PASS' Learn more



Why Email Authentication?





Deliverability Best Practices 2024

1. Embrace permission marketing (even if you CAN-SPAM)



[Podcast](#), [YouTube](#), [Blog](#)

Hello, Arvid here. Thank you very much for signing up. Please click this link to confirm your subscription:

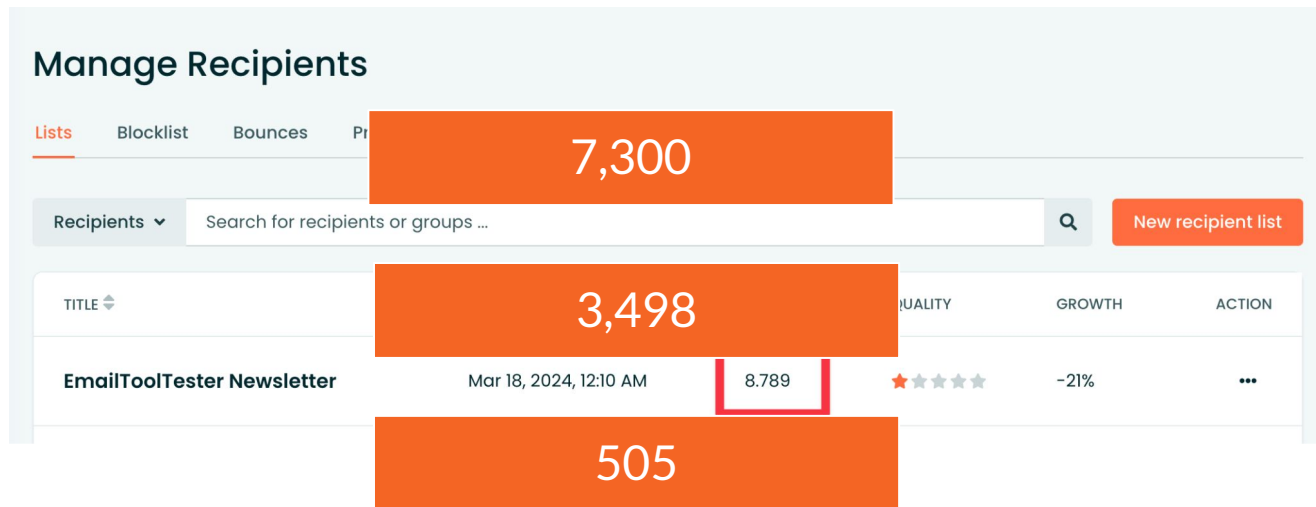
Confirm Your Bootstrapped Founder Subscription

I'm stoked you're here! And I want to make this worth your while. I'd love to get to know you better. In fact, I want to write FOR you.



Deliverability Best Practices 2024

2. Clean your old lists





Deliverability Best Practices 2024

2. Clean your old lists

TITLE ▾	LAST CHANGE ▾	RECIPIENTS
EmailToolTester Newsletter	Mar 18, 2024, 12:10 AM	505



Deliverability Best Practices 2024

3. Keep your list tidy





Deliverability Best Practices 2024

3. Keep your list tidy (Brevo example)

Define unengaged contacts criteria

Added Date ▾ Between ▾
 days before today and days before today

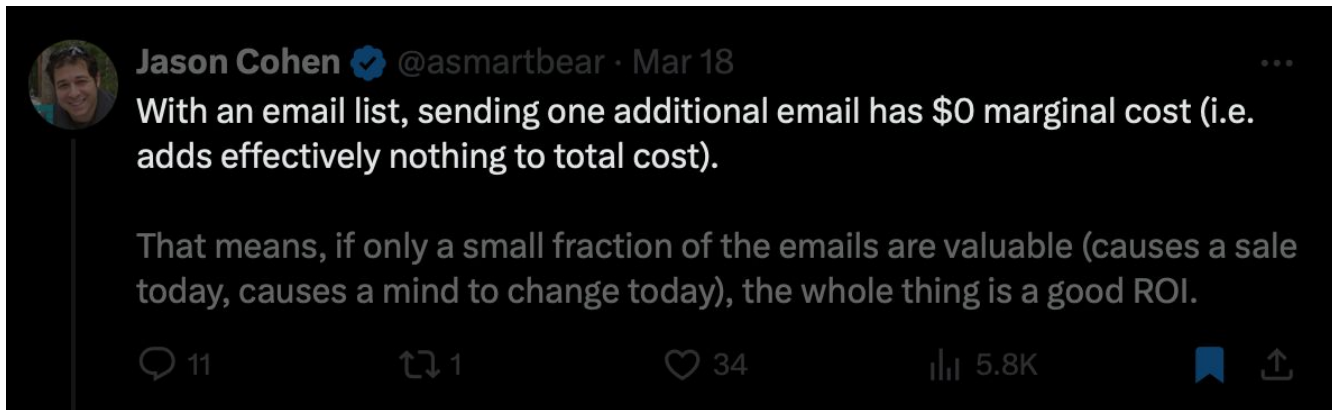
AND EMAIL Non readers ▾ All Campaigns ▾ In the last ▾
 number of days

AND EMAIL Non clickers ▾ All Campaigns ▾ In the last ▾
 number of days



Deliverability Best Practices 2024

4. Segment your audience





Deliverability Best Practices 2024

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Email Marketing Crash Course: Step-by-Step Guide

Our email marketing course for beginners – ideal for small and medium-sized businesses, online stores and bloggers. It shows you all the steps you need to send your first newsletter. Best of all, **it's free!** Sign up to receive your copy immediately!

Do you run an online store?*

☐ Yes

☐ No

Approximately, how big is your list?*

Select one

☐ I hereby agree to the following [terms & conditions](#) *

GET IT NOW!



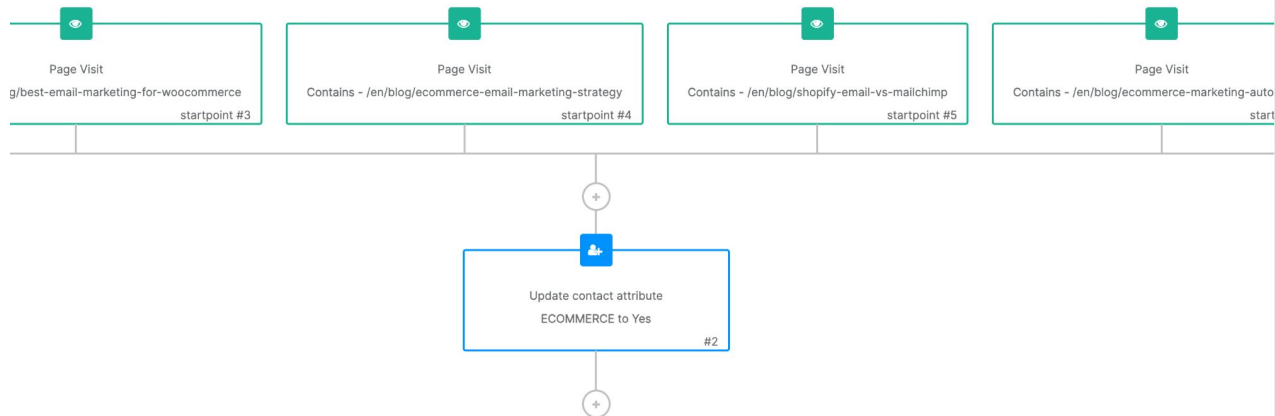
Deliverability Best Practices 2024

4. Segment your audience

[#79] EN Interest in Ecommerce 

Last saved: 14-03-2024 19:01:24

   **Status: Active** 





Deliverability Best Practices 2024

5. Segment your audience

 WTT EN Ebook Series (Other) Send a Test Email Save and Exit

WTT EN Ebook Series (Other)

Edit Settings Pause All Emails

Audience name
Tooltester Newsletter English (20,573 subscribers) [Add Contacts](#) | [Remove Contacts](#)


To edit an email in your automation, click **Pause & Edit**. To edit multiple emails, click **Pause All Emails**.



Ebook Feedback

Trigger: 2 days after subscribed contacts join your audience

Schedule: Sun, Mon, Tue, Wed, Thu, Fri, at 5:15pm

Filter by segment or tag: [Conditions](#)

Post-send action: None

0

Queue

8,506

Recipients

35.7%

Open rate

5.6%

Click rate

Pause & Edit ▼



Deliverability Best Practices 2024

6. Encourage engagement



Be The Expert For Your Ideal Customer

I didn't have a peer group. I didn't have much experience.

But they were writing useful, practical content tailored to help me do my job.

- Here's how to build a budget
- Here's a framework for evaluating marketing bets

Things like that.

That content (quite literally) made me smarter at my job.

Gong helped reps get smarter about sales.

Drift taught a new way of doing marketing (chat vs. lead forms).

This strategy can work for selling into sales, marketing, HR, finance, product, engineering, etc.

Be the guide on your ideal customer's journey.

That's the best B2B marketing playbook I know.

But, hey what do I know.

- Dave

P.S. Reply back and let me know if this story resonates with what you're doing at your company (or if you have any other examples of what has worked for you)

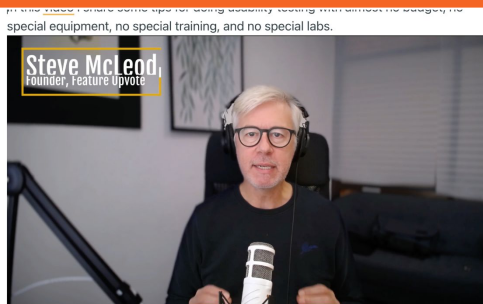


Deliverability Best Practices 2024

7. Keep sending

"By far the most important aim of your newsletter is to remind current and past trial customers that you exist."

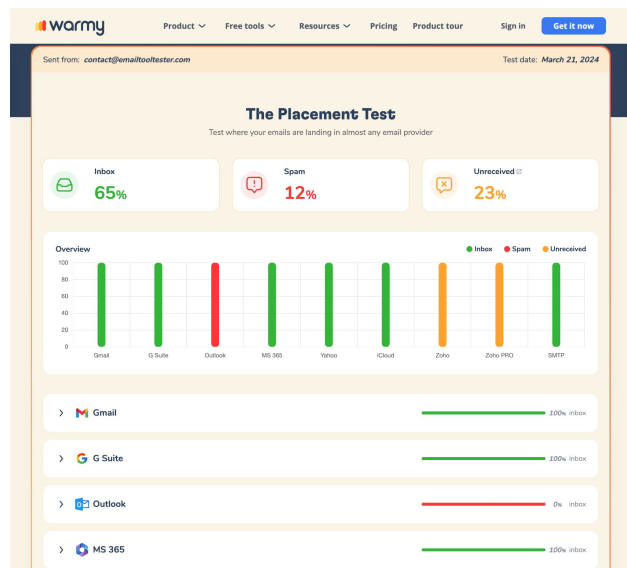
Steve Mcleod
Feature Upvote





Deliverability Best Practices 2024

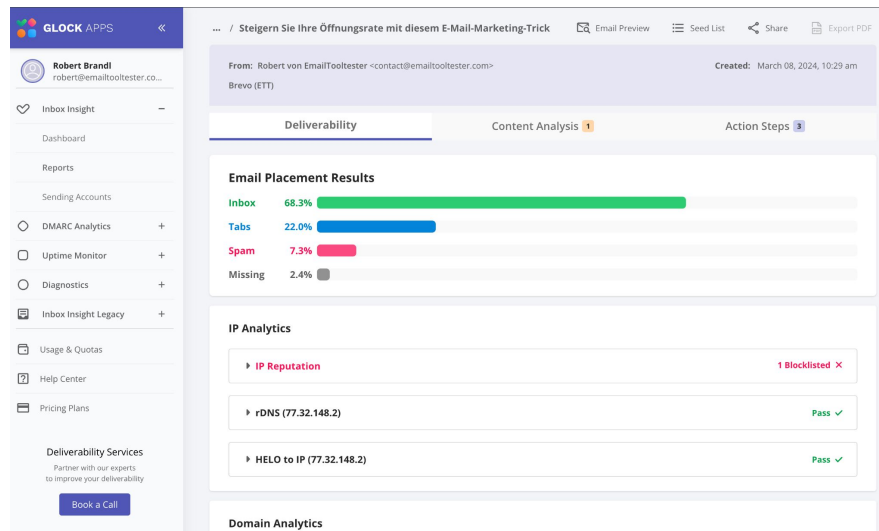
8. Track your Deliverability - Warmy (free)





Deliverability Best Practices 2024

8. Track your Deliverability - Glockapps (paid)





Deliverability Best Practices 2024

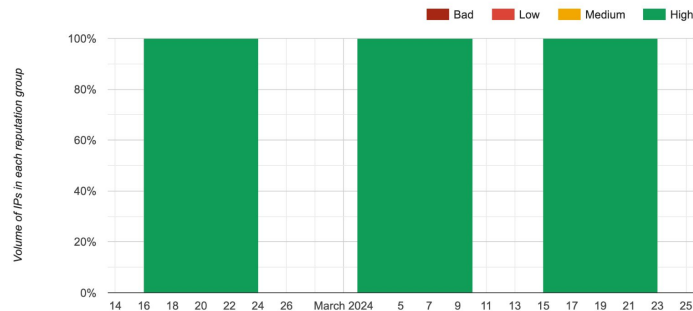
9. Set up Google Postmaster Tools

Google Postmaster Tools

Postmaster Tools > emailtooltester.com > IP reputation

Data shown with missing records. Some data may be unavailable.

IP reputation





Inbox providers treat reputation differently

Hotmail / Outlook



IP reputation

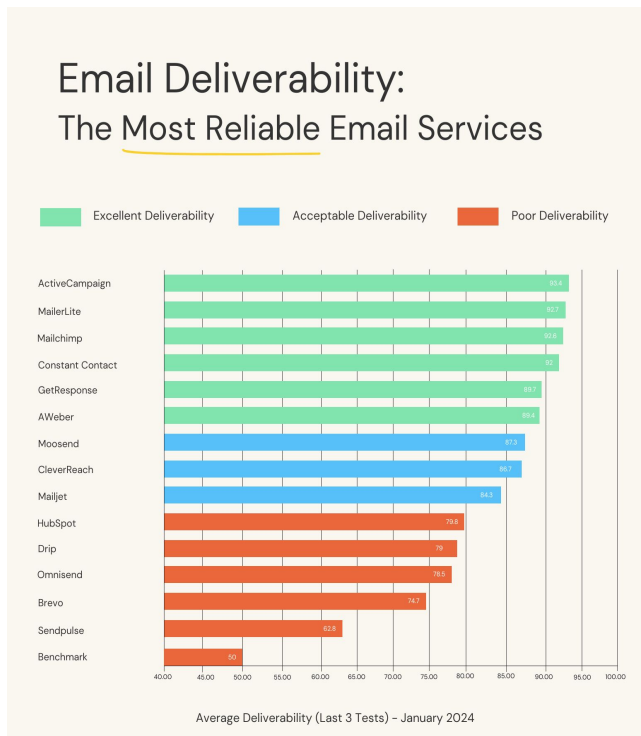
Gmail



Domain reputation



The impact of the ESP on Deliverability





How to fix a bad reputation?

- Try to identify the problematic inbox provider(s)
- Create segments of engaged subscribers
- Send an email that **fosters engagement** (clicks and replies)
- Optional: Contact subscribers
- Optional: Contact inbox providers (see QR code)
- Once you see an improvement: increase your email volume slowly





How to fix a bad reputation?

The screenshot shows the INBOXALLY website with the tagline 'THE ULTIMATE EMAIL DELIVERABILITY TOOL'. The navigation bar includes links for Features, Pricing, Solutions, Free Email Tester, Blog, and Log in. The main content area features a dark background with a mobile app interface overlay. The app interface shows a list of email folders: (32) Inbox, (0) Spam, (3) Snoozed, and (34) Sent. A red circle highlights the number 32 in the Inbox folder. To the right of the app interface, a white box displays '45' with an upward arrow and the text 'percent increase (30 days average increase weekly)'. The headline 'Land in the Inbox.' is followed by a sub-headline: 'Finally send mass emails using your existing ESP and increase open rates without the fear of landing in spam.' Below this, there are two buttons: 'Try for free' and 'Book a live demo'.





Thank you!

Questions?
