Email Deliverability

Result of RESPECT

Radek Kaczyński

Bouncer

Dialog

Great things happen
when we
communicate

Email

is a powerful
communication channel

20%

Emails do not reach the recipients

Bouncer

15%

Email addresses are not valid at the moment of entry

Bouncer

20%

Emails addresses get obsolete in just one year

Bouncer

Undeliverable email

=

lost opportunities

+

issues

Real-time email verification

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Get connected, stay connected

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So that the idea reaches its addressee

SENDER

MESSAGE

RECEIVER

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Deliverability

Bouncer

Many factors

Message	• Personalized for the recipient • Content and the form
Practices	• Contacts management • Monitoring and reacting • Control of volumes
Infrastructure	• Reputation • Authentication

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Any
pattern?

	towards humans	towards resources
material		
behavior		

RESPECT

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	towards humans	towards resources
material	CONTENT AND FORM	INFRASTRUCTURE
behavior	RECIPIENTS' MANAGEMENT	EMAIL PRACTICES

RESPECT

Bouncer

	towards humans	towards resources
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RESONANCE

RESPECT

REPUTATION

Bouncer

CONTENT AND FORM

INFRASTRUCTURE

RESONANCE

RESPECT

REPUTATION

RECIPIENTS' MANAGEMENT

EMAIL PRACTICES

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REPUTATION

- Takes time to build it
- We need to constantly prove it
- It’s easy to lose it

INFRASTRUCTURE

- Care for our resources
- Respect to others

INFRASTRUCTURE

Proper set-up

- Wisely chosen
- Authenticated
- Open for the feedback

EMAIL PRACTICES

- Do not exploit our resources
- Do not abuse others

EMAIL PRACTICES

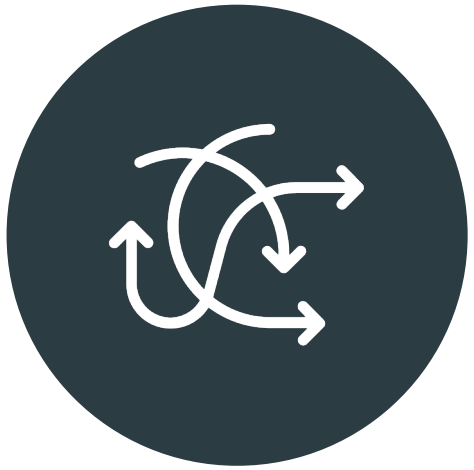
Control of send-outs

- Consistent and predictable volumes
- Respect the limits

EMAIL PRACTICES

Monitoring and improving

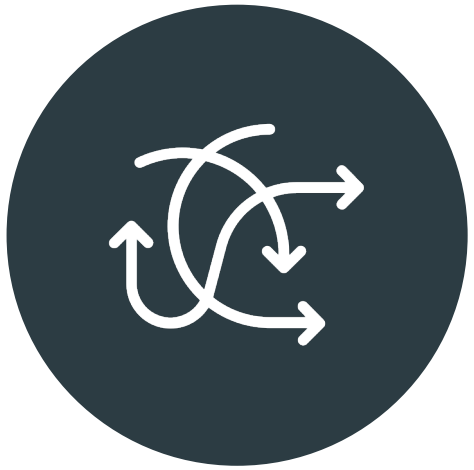
- Respect feedback
- Honor improvement suggestions
- Prevent and react to bounces



BOUNCES
WHAT DO THEY TELL US?

Natural thing

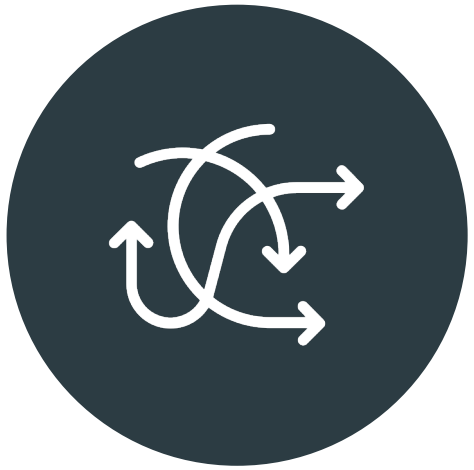
- Confidence in the reliability of email
- ESP acknowledge it
- 3-5% is safe



BOUNCES
WHAT DO THEY TELL US?

Natural thing

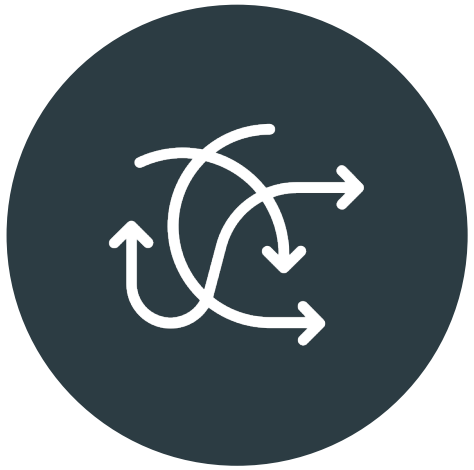
- Email address does not exist
- Mailbox full
- Message too large
- DNS Failure



BOUNCES
WHAT DO THEY TELL US?

Increased rates may happen when we:

- haven’t been sending messages for a while
- stopped practices of managing bounces
- brought some new contacts
- **reputation has been decreased**



BOUNCES
WHAT DO THEY TELL US?

Abnormal bounces

- Mail block - spam detected
- Mail block - known spammer

We should stop and start recovering from the disaster

CONTENT AND FORM

INFRASTRUCTURE

RESONANCE

RESPECT

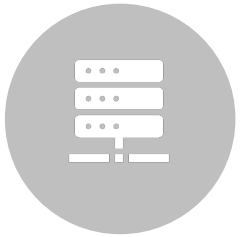
REPUTATION

RECIPIENTS' MANAGEMENT

EMAIL PRACTICES

Bouncer

CONTENT AND FORM



INFRASTRUCTURE

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RESONANCE

- Message aligned with recipients needs
- Deliver on promise
- No hidden intentions

CONTENT AND FORM

- Human 2 Human
- Maximize the value
- Respect the time and energy of recipient

CONTENT AND FORM

- Highest quality
  - For Humans
  - For machines

CONTENT AND FORM

- Clean and clear
- Good balance (content : media)
- Links that work
- Unsubscribe option

RECIPIENTS' MANAGEMENT

- Wise segmentation
- Holistic approach on all phases of the relationship’s lifetime
- Continues hygiene

Holistic Contact List Management

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Customer Journey

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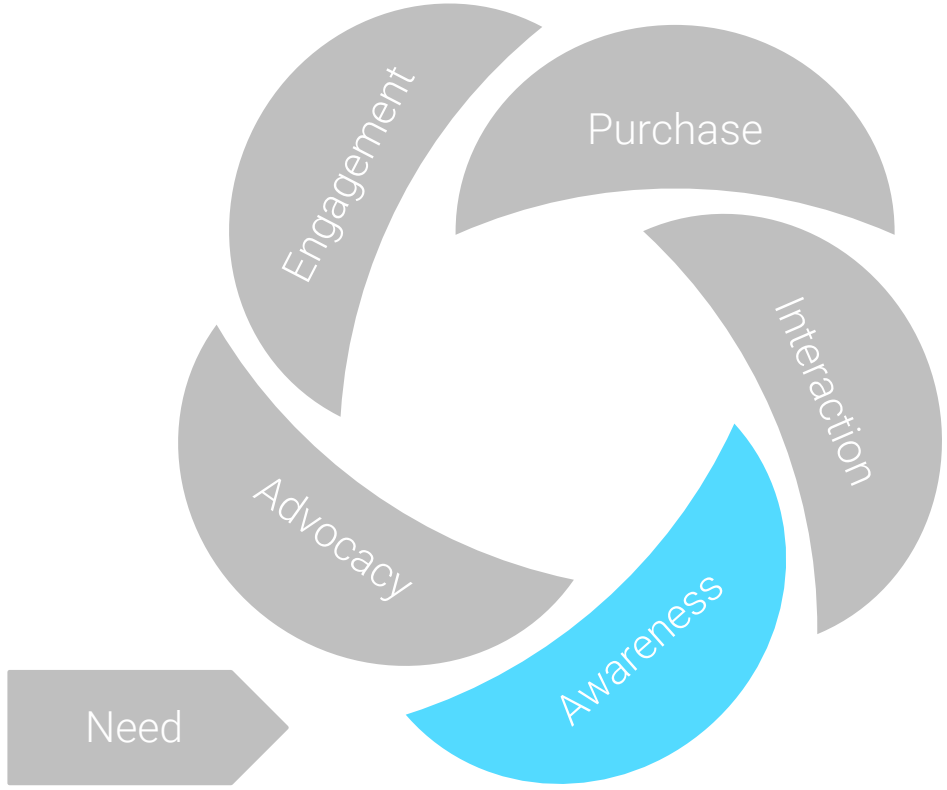
Awareness


Engagement
Purchase
Interaction
Advocacy
Awareness
Need

Checking-out

Created	Activity	Pages	Time	Landing Page	Exit Page	Source	Location	Browser	OS	Device	# Visits
May 8 at 2:21am		1	7s	/	/	Google	London, England				1
May 8 at 2:38am		3	1m	/	/free-email-checker/	Google	London, England				2
May 8 at 2:43am		1	5m	/pricing/	/pricing/	Direct Link	Thousand Oaks, California				2
May 8 at 2:43am		2	59s	/login	/signup	Direct Link	Bahawalpur, Punjab				1
May 8 at 2:44am		2	2m	/	/pricing/	Direct Link	Paris, Île-de-France				2
May 8 at 2:46am		1	51s	/	/	Google	Phoenix, Arizona				1
May 8 at 2:49am		2	36s	/ja/簡単かつ効果的な方法でamazon-sesのバウンスを減らす方/	/ja/簡単かつ効果的な方法でamazon-sesのバウンスを減らす方/	Google	Yokohama, Kanagawa				1
May 8 at 2:49am		2	6m	/es/verificacion-de-la-lista-de-correo-electronico/	/es/verificacion-de-la-lista-de-correo-electronico/	Google	Chillan, Ñuble				1
May 8 at 2:53am		6	1m	/ja/プライシング/	/ja/メールガン・オルタナティブ/	Direct Link	Arakawa, Tokyo				1
May 8 at 3:07am		2	-	/	/	Google	Khargone, Madhya Pradesh				17

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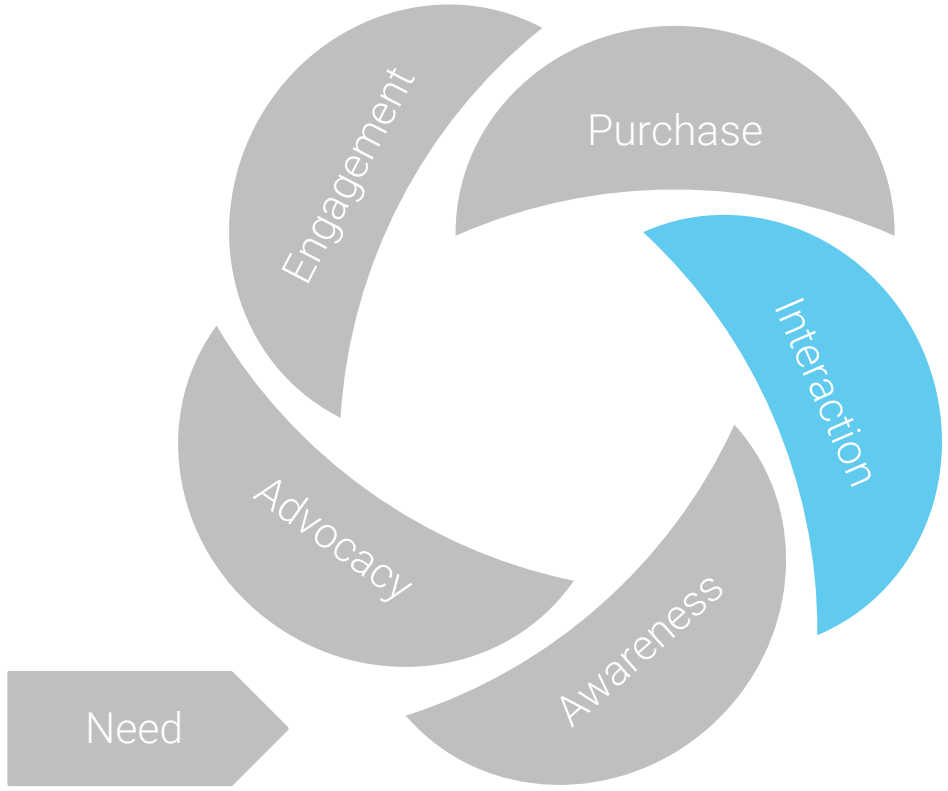
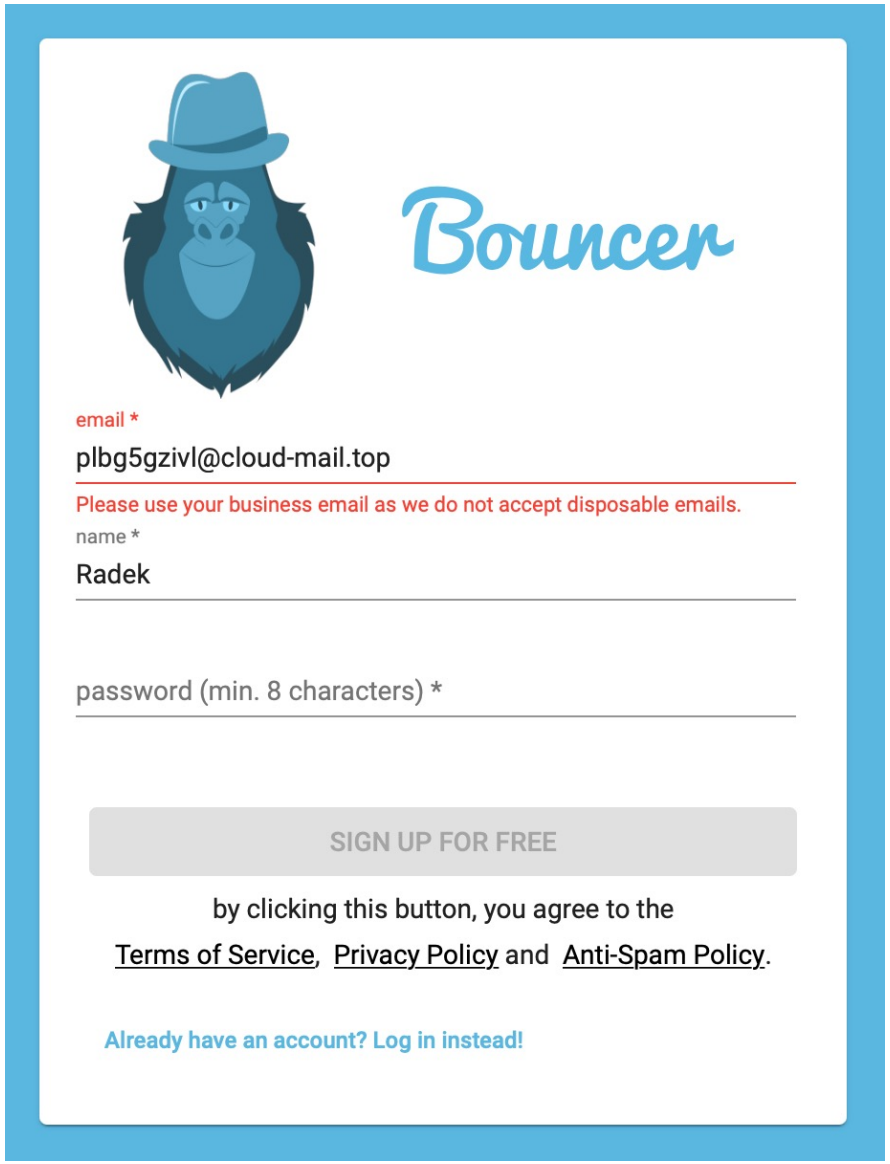
Interaction



Hello!


Bouncer
email *
plbg5gzivl@cloud-mail.top
Please use your business email as we do not accept disposable emails.
name *
Radek
password (min. 8 characters) *
SIGN UP FOR FREE
by clicking this button, you agree to the
Terms of Service, Privacy Policy and Anti-Spam Policy.
Already have an account? Log in instead!

Getting to know eachother

B score openpageran…	B score owl tags	B score free domain	Score
3.74	consulting	false	1
0	marketing	false	4
0	unknown	false	1
-	-	-	2
-	-	-	2
0	marketing	false	23
3.8	consulting,SaaS,finance	false	18
-	-	-	3
3.93	software house	false	2
4.64	SaaS,marketing,PR	false	8

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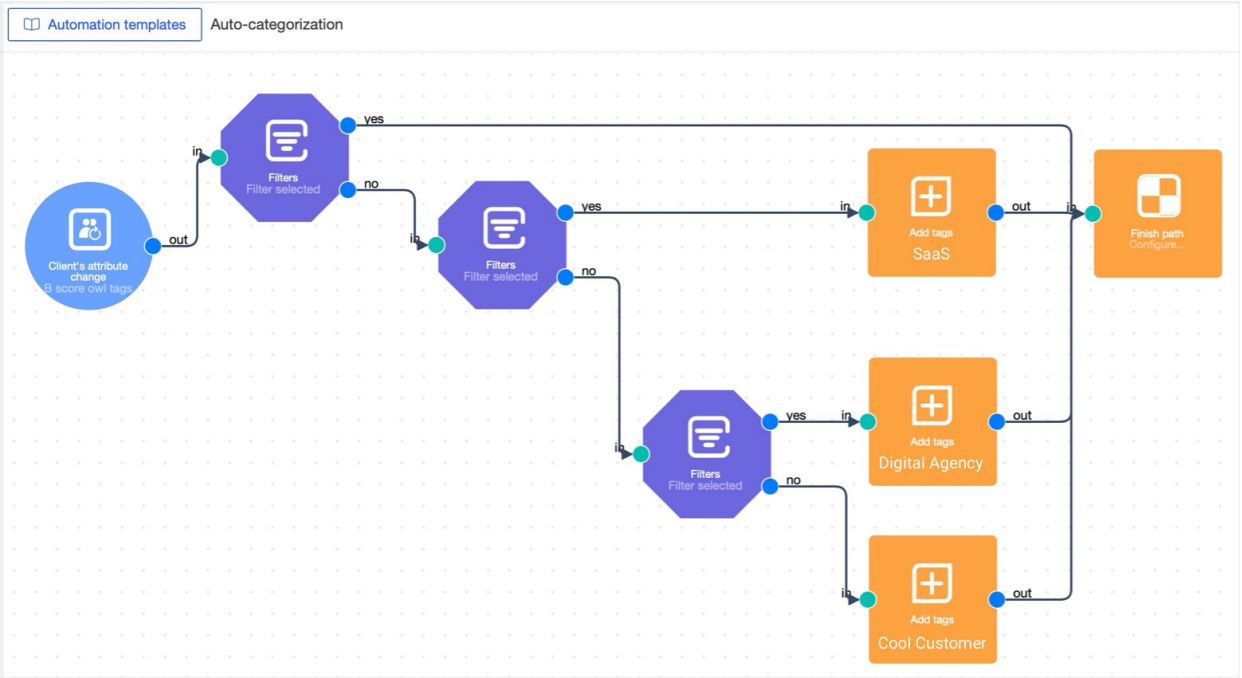
Segmentation



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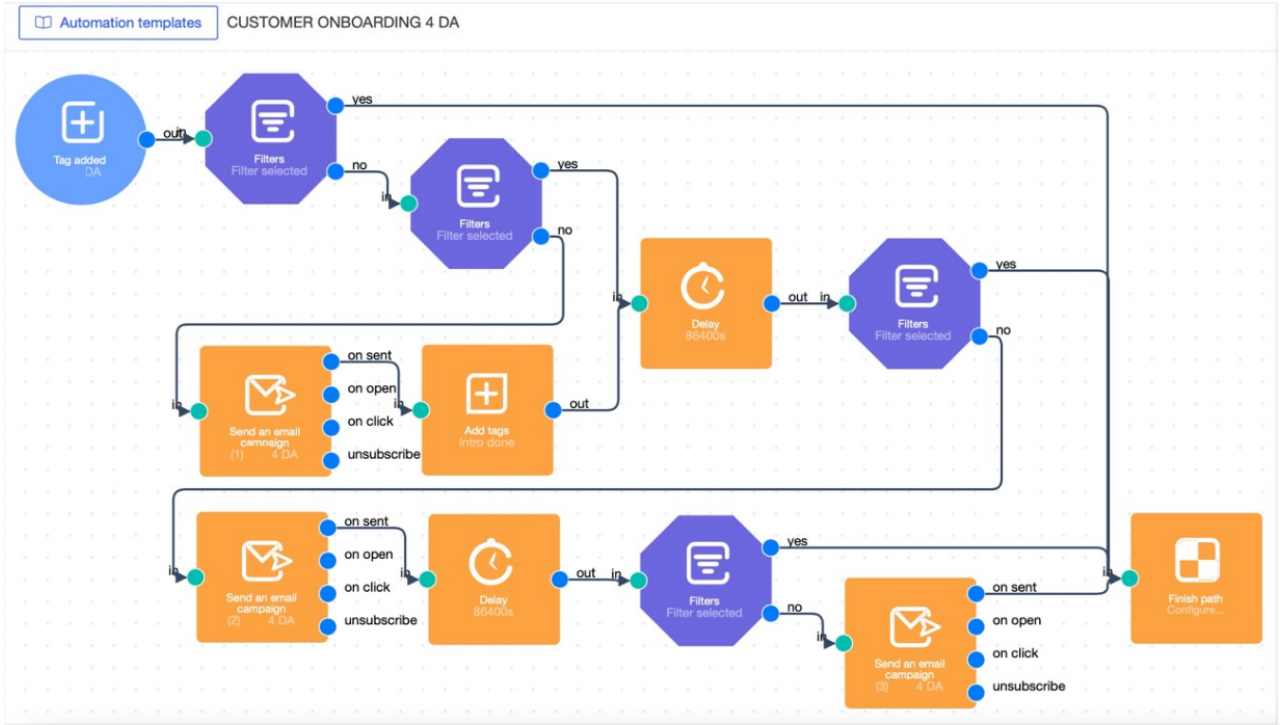
Serve as good as we can



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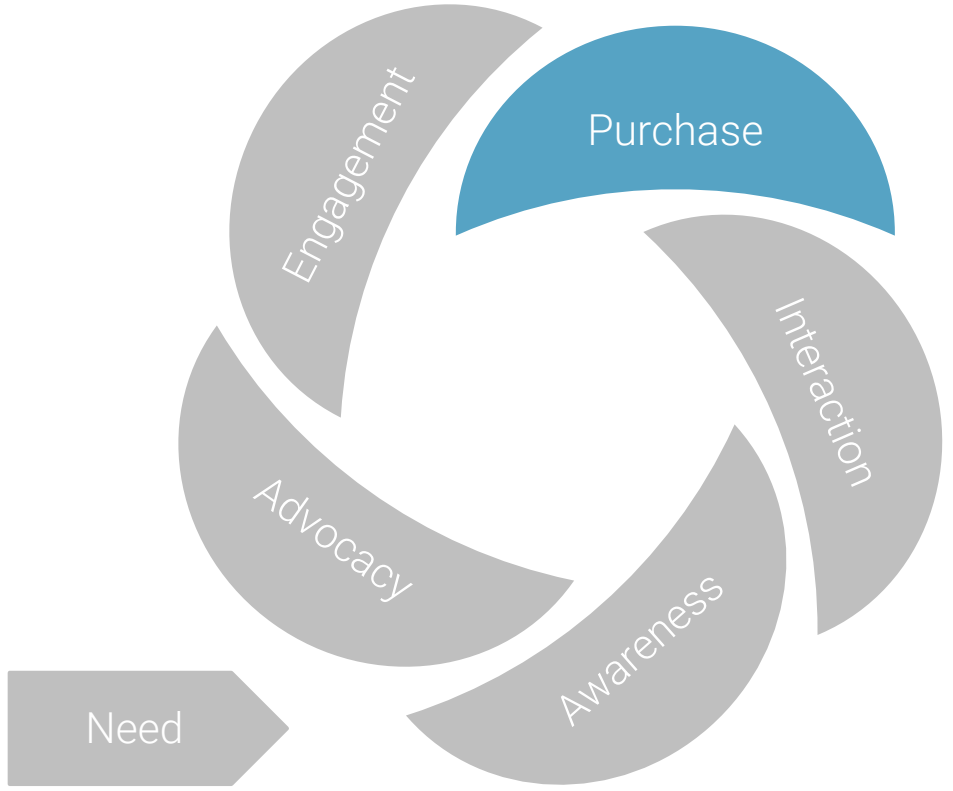
Exchange of goods



Learn from the pure act of **purchase**

Recover abandoned carts

Looks like you left something behind!

We noticed you haven't completed your purchase for package of 100000 credits.
Not to worry, there is still time to finish your checkout!

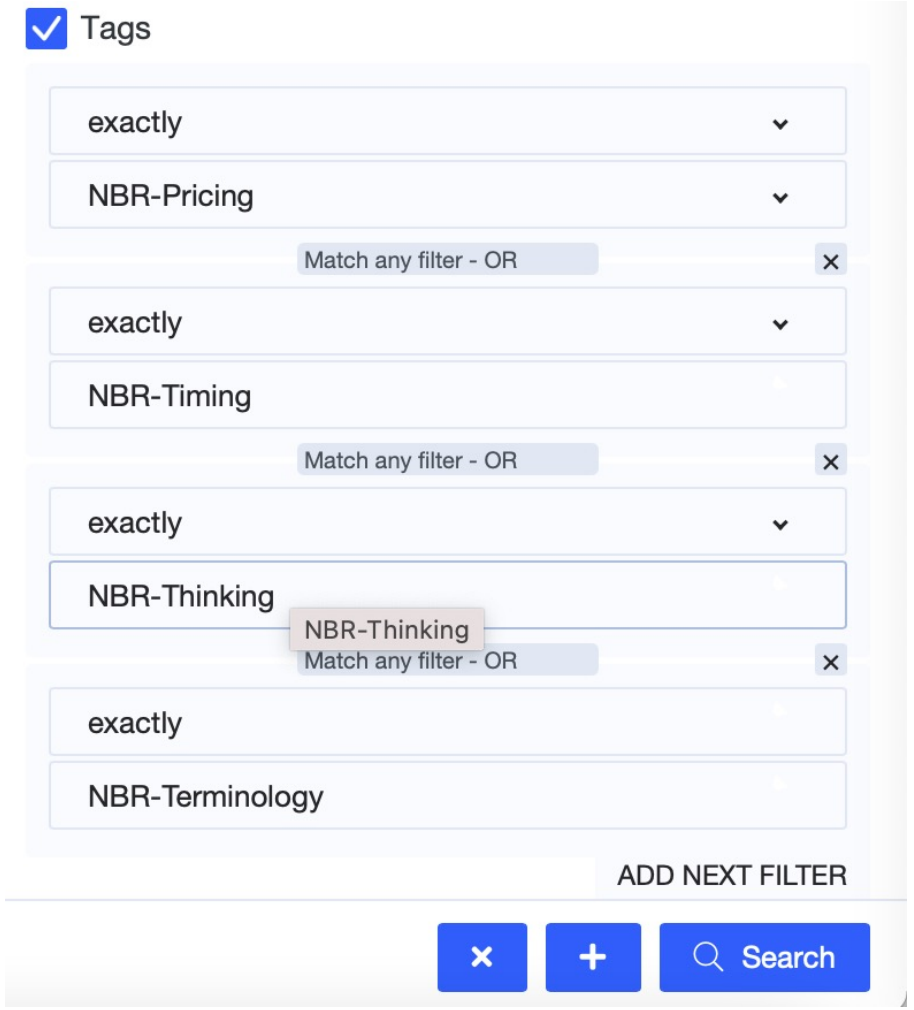
	Qty	Price
package of 100000 credits	1	$150.00

Continue Checkout

Thanks,
Bouncer

Bouncer

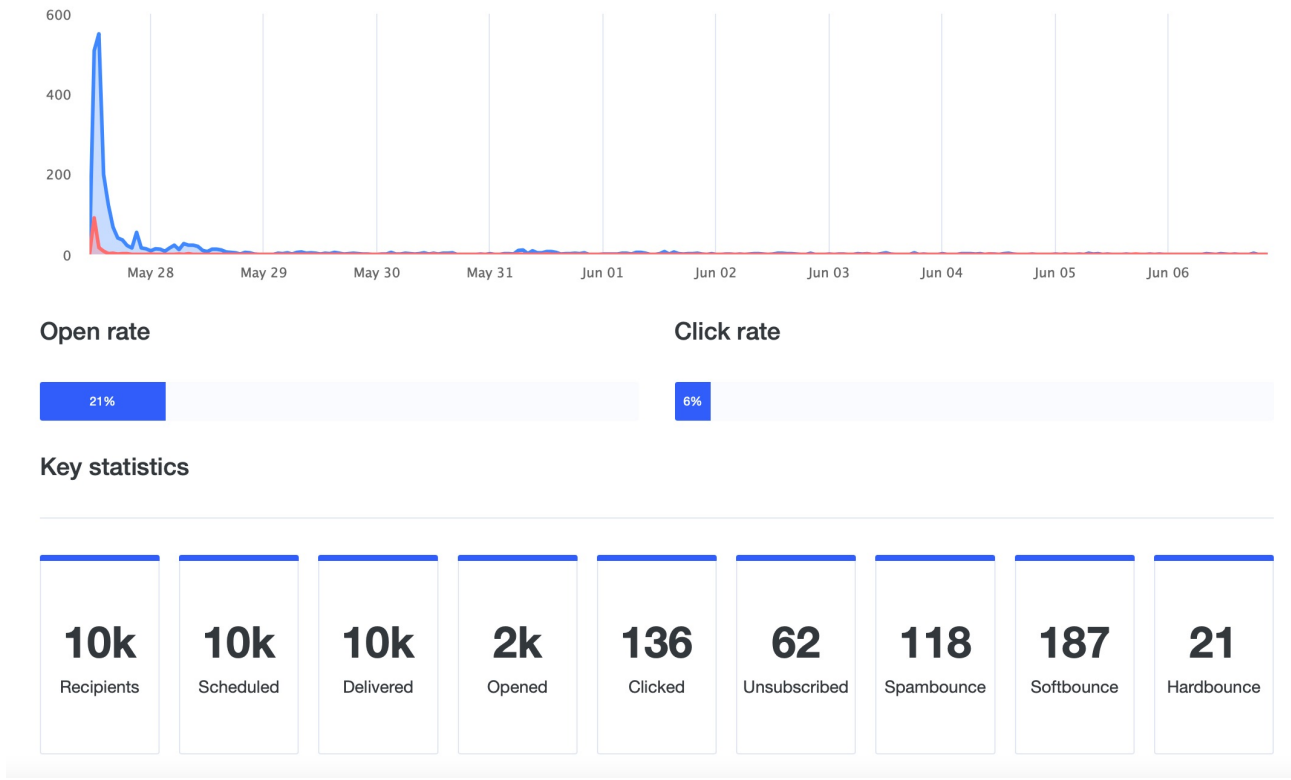
Understand reasons



Engagement

Engagement
Purchase
Interaction
Awareness
Advocacy
Need

Learn while serving



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Respect changes

Follow us on social media:

Bouncer, Krakowska 29D Street, Wroclaw 50-424, Poland

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Want to change how you receive these emails?

Unsubscribe from product update list

Unsubscribe from all emails

Retention & Advocacy

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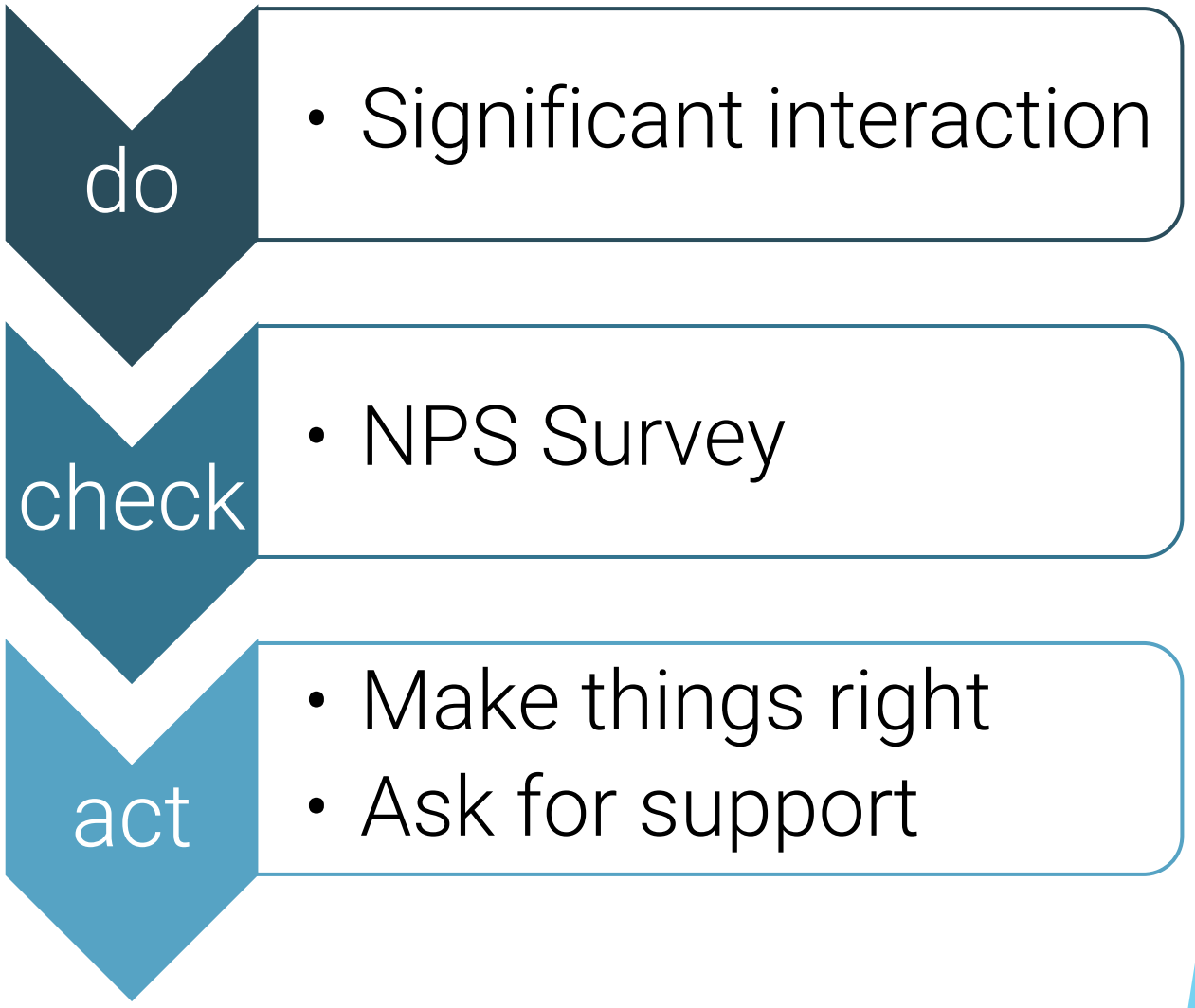
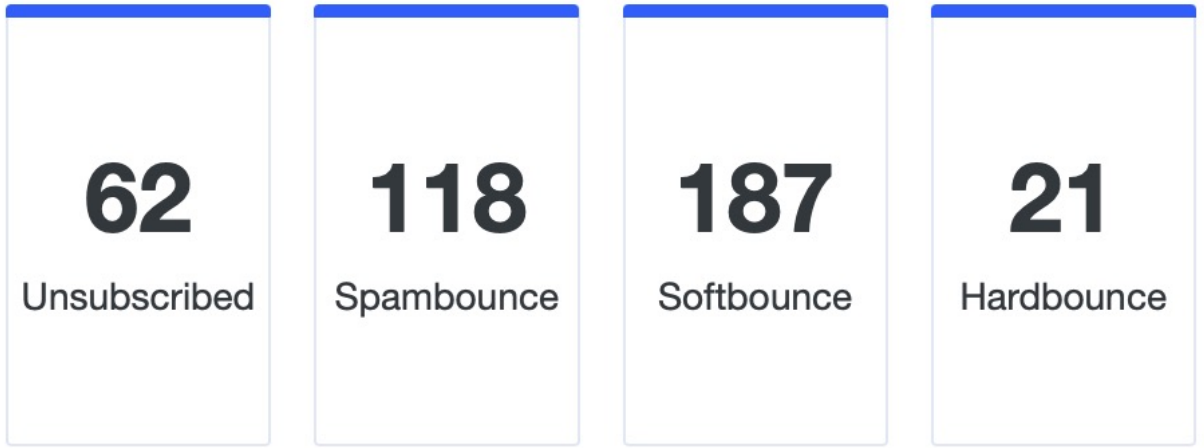
Embrace feedback



Manage losses



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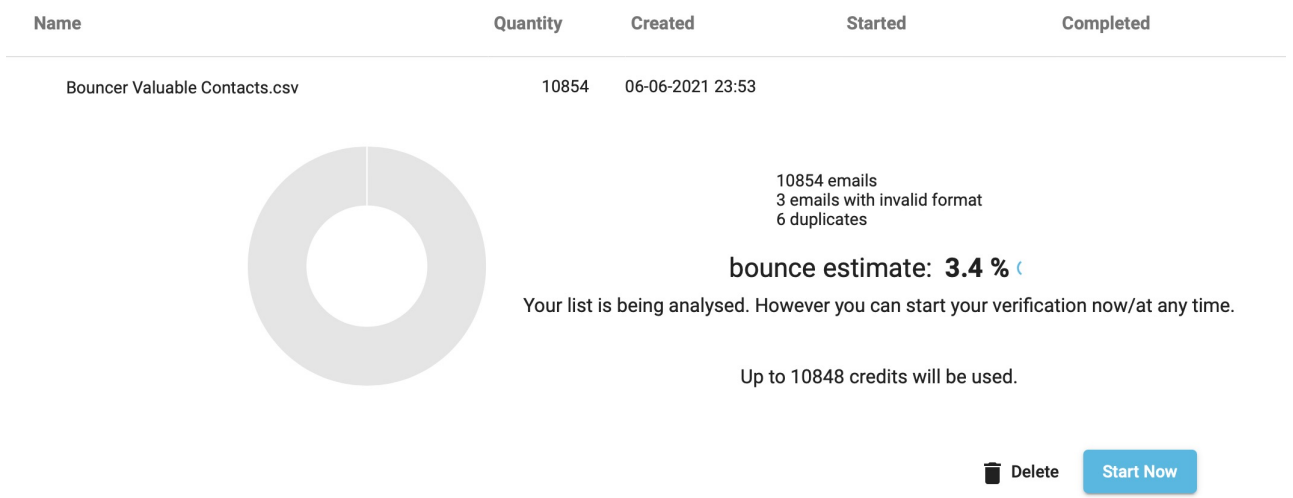
Protect reputation



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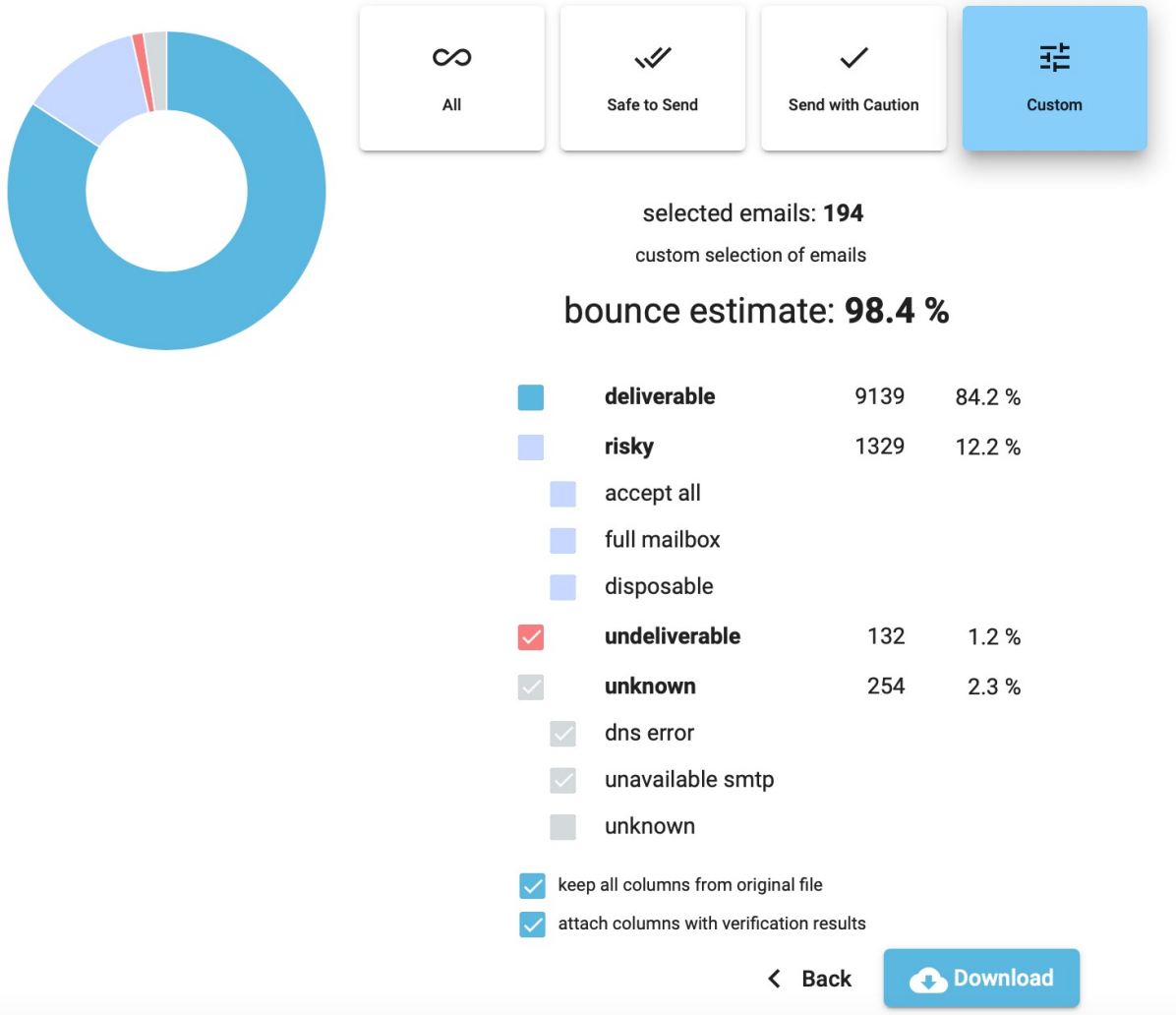
Recover connections



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Customer Happiness

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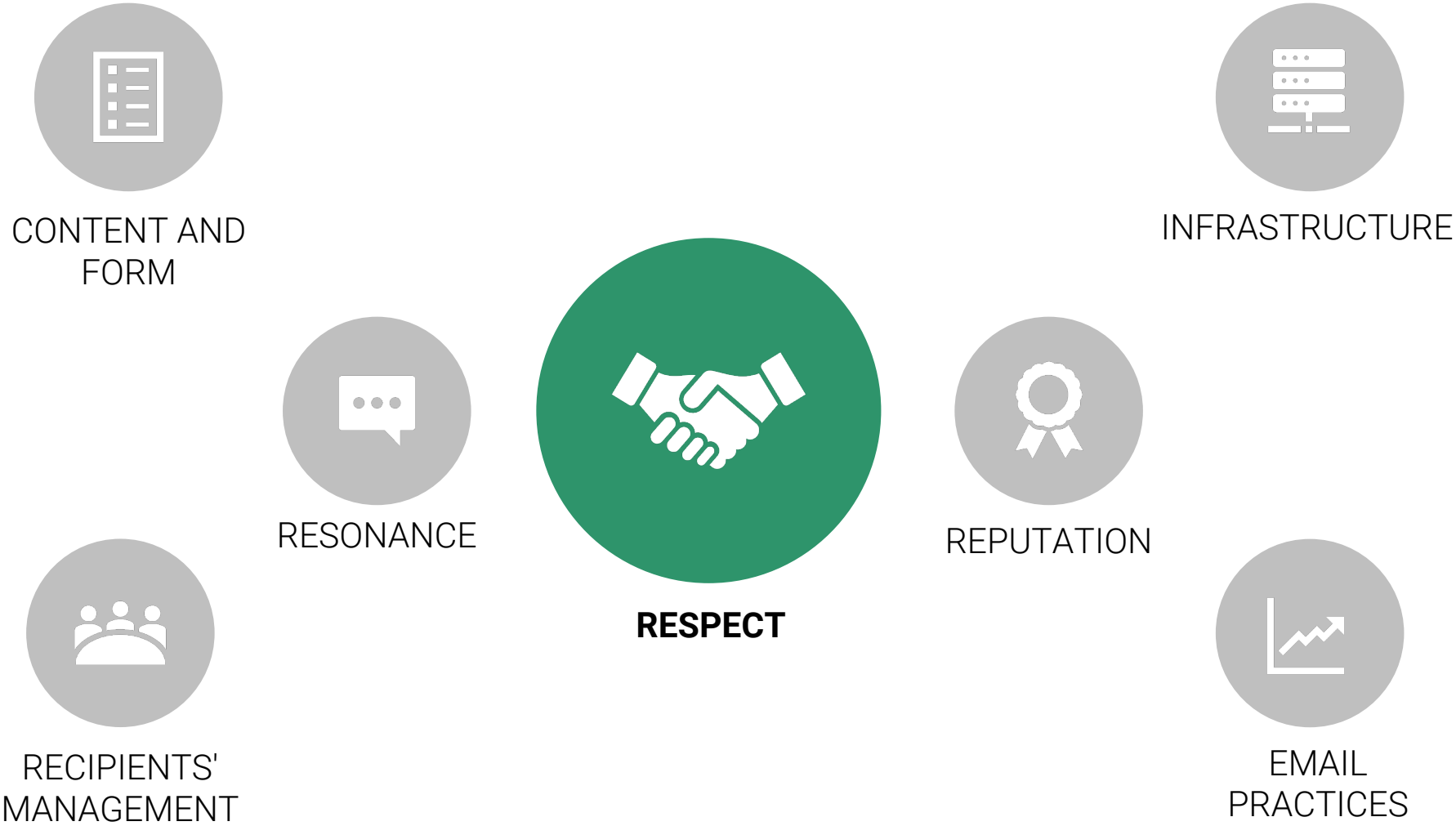
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RESPECT

- Let’s respect each other
- Let’s respect our time, energy and attention
- Let’s respect our resources

High deliverability will be a result of that.

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