



Stop your emails from landing in SPAM

Increase the reach of your email marketing by implementing a successful deliverability strategy

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Mindful CRM for Purpose Driven Bands

Hi, I'm Magda

Co-Founder of KDV, a boutique Email Marketing Agency working with purpose driven brands in the UK.

Over 15 years' experience growing innovative ecommerce startups and scaleups

I'm not a deliverability expert; I help ecommerce brands never to need one



THE MODERN HOUSE



What you'll hear from me



1. What is deliverability and why it's important to your business
2. How to detect deliverability issues in your email activity?
3. What to do to build your deliverability and stop landing in SPAM
4. Most common mistakes and how to avoid them



MYTHS WE OFTEN HEAR:

“Deliverability issues don’t concern me, because:

“I never buy email lists”

“My database is small”

“I don’t spam people, I only email them when I have something to say”

“I don’t use click-bait tactics; I email from my heart and I know my audience appreciates it”



What is deliverability?

What is deliverability?

Deliverability measures whether or not your messages **reach and resonate** with your audiences.

It's not a metric and you can't track in an obvious way.

It's a sum of **many factors** like:

- Ability of your message to reach a subscriber
- Message relevance
- Structure and content
- Performance
- Your sender reputation





THE JOURNEY OF AN EMAIL :

01

Sender

02

Email Service Provider (ESP)

03

Inbox Provider

04

Recipient



SPAM
FILTERS

The job of an inbox provider is:

- Great customer experience
- Protection from harmful content
- Filtering irrelevant messages
- Get ahead of spammers and ill-intended entities and outsmart them!



How they do it

- Constantly learn and update
- Categorise emails according to content - transactional, promotional etc.
- Filter out spam
- Refuse to receive a message
- Black list the sender





How to detect
deliverability issues?

Metrics to track to monitor deliverability

	Unique Open Rate	Unique Click Rate	Bounce Rate	Unsubscribe Rate	Spam Rate
Great	25% or more	2.5% or more	Less than 0.4%	Less than 0.2%	Less than 0.05%
Proficient	15-25%	1.5-2.5%	0.4-0.8%	0.2-0.3%	0.05-0.08%
Room for Improvement	10-15%	1-1.5%	0.8-1.5%	0.3-0.7%	0.08-0.15%
Critical	Less than 10%	Less than 1%	1.5% or more	0.7% or more	0.15% or more

Impact of iOS15 on monitoring deliverability



*Mind your
CLICK RATE*

- Inflated open rates
- Need for more complex segmentation
- Higher importance of click rates



How to build deliverability over time

Must-have elements of your strategy:

- Introduce a double opt-in
 - Ensure good quality data and genuine subscribers enter your database
- Segment your audience - ALWAYS
 - Don't batch and blast
- Have a clear CTA
 - Why are you emailing?
 - What do you want me to do?
 - Why should I care?



Must-have elements of your strategy:

- Automate for great customer experience
 - Ensure helpful, relevant and timely messages to all subscribers
- Personalise to boost engagement
 - Show them you know them
- Easy access to unsubscribe
 - No tricks here!
- Clean your list!
 - Remove unengaged records every 4-6 months



What to do if you're in trouble



1. Limit sending to most engaged users
2. Consider segmenting by Inbox Service Provider
3. Gradually warm up those segments that you've seen most problems with
4. Be patient - it takes time to rebuild your sender reputation
5. Focus on providing value to those who engage and respond



Most common mistakes
when addressing
deliverability

What NOT to do:



- Increase email frequency to compensate for low Open Rates
- Drive Open Rates at any cost
- Buy 'qualified and engaged' lists to compensate for low metrics
- Remove Unsubscribe link or make it tricky to find

Thank you

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through
mindful and respectful email
marketing.



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