

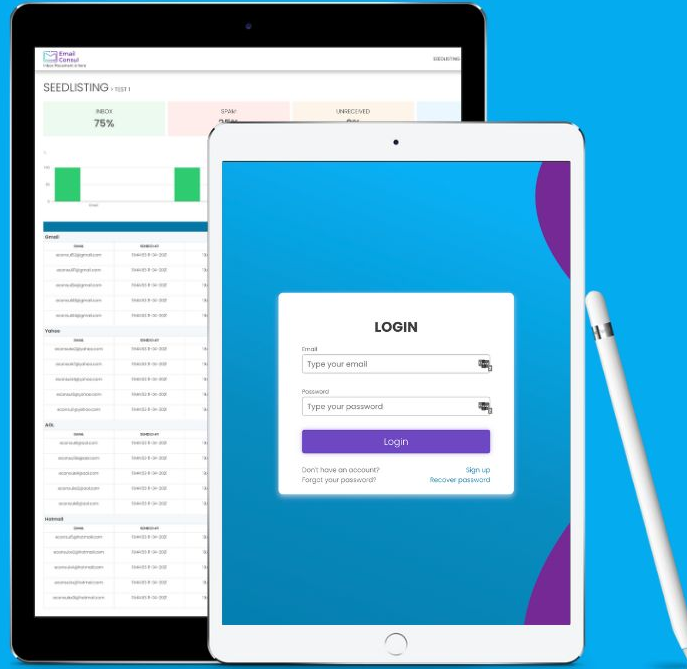
# YOU'VE GOT TO EMAIL



Saving the world  
one **email** at a time™

# What is my domain reputation?

An email sender reputation is a score that an Internet Service Provider (ISP) assigns to an organization that sends email.



- 1 The higher the score, the more likely an ISP will deliver emails to the inboxes of recipients on their network
- 2 What kind of sender are you? Human behaviour is a strong indicator and taken into account by ESPs and ISPs
- 3 Authenticate your domain. Don't use a free sender email address.

# The ABCs of List Hygiene

Not always fun, but crucial to your reputation

**A**

*for astonished*

It may be a difficult decision or hard to execute based on your data, but I promise you, you will be astonished at the results!

**B**

*for bounces*

Bounces should not only be removed ASAP, but you should look at them as a simple reputation indicator

**C**

*for consent*

Don't buy lists. Consent should always be freely given, specific, informed with a statement or a clear affirmative action.

# Bounce Management

Deal with issues in real-time. It shows accountability. Most email marketing tools will manage this for you

- 1 Removing Soft & Hard bounces  
Check the bounce types and make a logical decision. Some bounces are temporary, others hurt your reputation.
- 2 Deep dive into the data:  
Bounce types are a great indicator of your reputation's health. Check the bounce types and patterns. Not only opens and clicks.
- 3 Stale Lists + List Cleaning  
By segmenting and cleaning your lists based on engagement\*, you will be proactive in reducing complaints, and thus bounces.

# Unsubscribes vs Spam Complaints

The easier it is for an audience member to unsubscribe, the lower your spam complaints will be.

- 1 Unsubscribes are your audience telling you they don't want your email anymore (You send too much, audience doesn't resonate with your message, etc.)
- 2 Spam complaints are your audience members telling ISPs and ESPs that there is some sort of abuse or that there is something wrong.
- 3 Human behaviour can strengthen or hurt your domain reputation. Human actions are taken seriously.



# Spamtraps & Blocklists

An email address that is owned and used by Internet Service Providers, anti-spam organizations, and blacklist operators to detect and catch spammers.

- 1 Spam traps don't belong to a real person (or may have been owned by someone at one time but are now abandoned).
- 2 Spamtraps can't opt in ;) ISPs, ESPs, blocklists will take spamtraps into account for your reputation.
- 3 Spamtraps can easily be avoided by enabling double opt-in and by cleaning your list regularly.  
`#reCaptcha #doubleOptIn`

# Content+Design

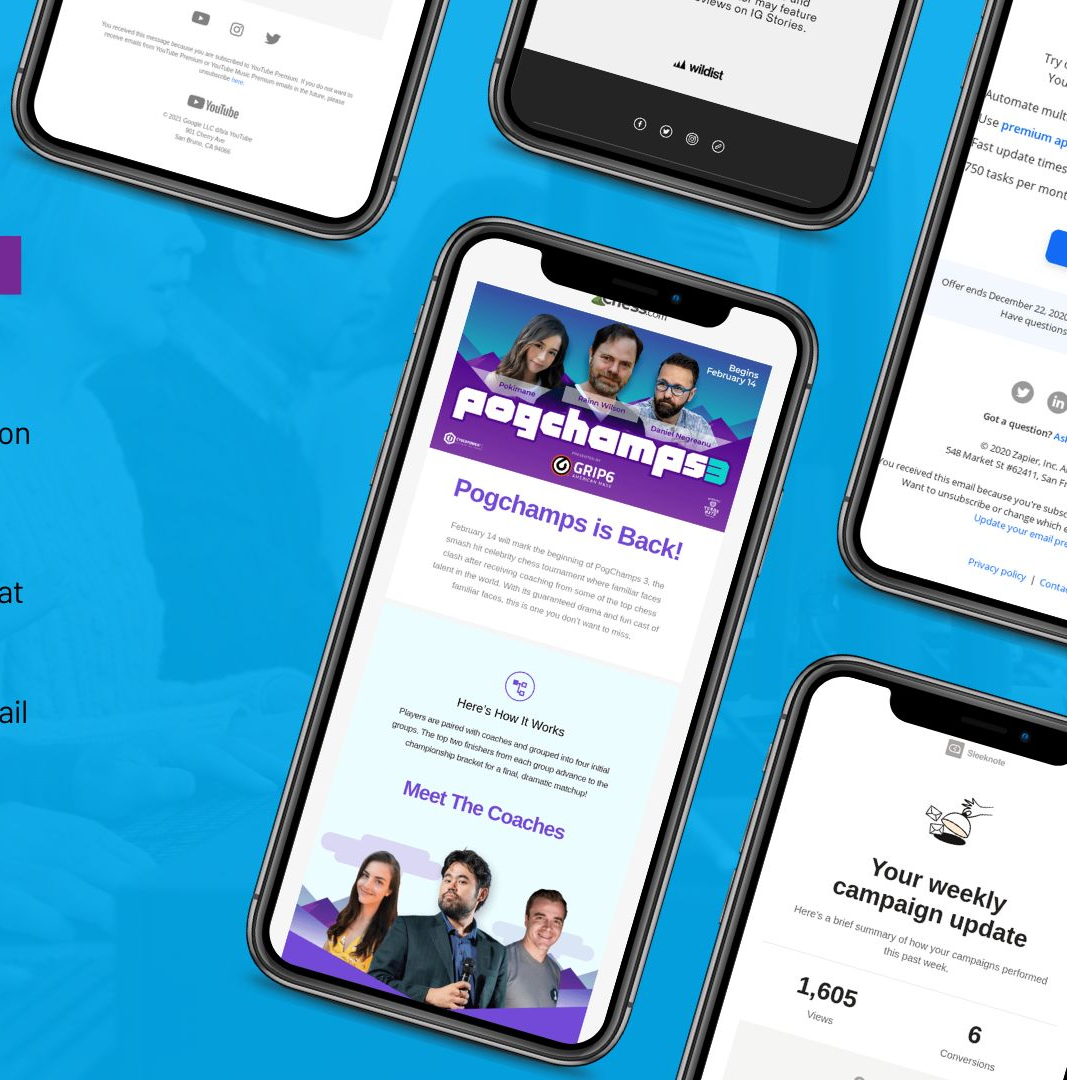
Your content needs to be clear. It needs to move your audience to perform a specific action. Use clear CTAs that can be easily clicked and remain above the "scroll" on mobile.

Design needs to be simple and consistently on brand. Ensure good template creation and keep the redirects at a minimum.

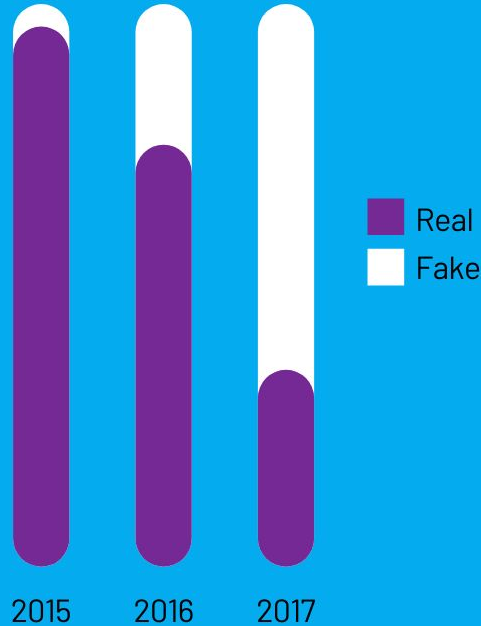
No clickbait subject lines. Subject Line = Content in email

Recognisable from name and sender email address

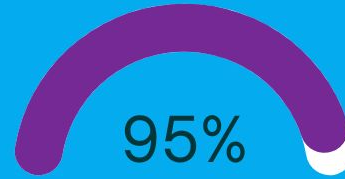
Easy to unsubscribe + Contact information (Physical Address)



# Interesting Statistics

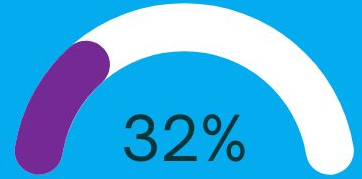


Real vs False Clicks  
Source: Lever10



of Gen Zers who say email  
is essential to their lives

GenZ statistics of the most  
popular social networks  
Source: RGRAY.IO



of Millennials want to  
receive less repetitive  
emails from brands



of Millennials want to  
receive fewer emails

What Millennials Want  
Source: WebsiteBuilder.org



# CONNECT WITH ME

**LINKEDIN:** /YANNATORRY  
**TWITTER:** /YANNATORRY  
**INSTAGRAM:** /YANNATORRY  
**CALENDLY:** /YANNATORRY

*#inboxCreditScore*

*#letsAuthenticateTheWorldTogether*

*#emailWithYT*

I'M NICE