



Masters of Email Marketing

Diversification of email providers
across Europe



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www.emailabs.io

Hi! Let's get to know each other!

A few words about me:

- ✓ In charge of EmailLabs
- ✓ More than 50 e-mail delivery strategies
- ✓ Marketing & Technology background



Diversification of email providers across Europe

Agenda :

- ✓ The journey of the emails - a behind-the-scenes look
- ✓ Insights into the local and global landscape of European ISPs
- ✓ Understanding email sender reputation and domain reputation
- ✓ Case studies highlighting the diverse strategies and challenges faced by ISPs across Europe



Why we are all here? Because of Email.



41%

EMAIL MARKETING



16%

SOCIAL MEDIA

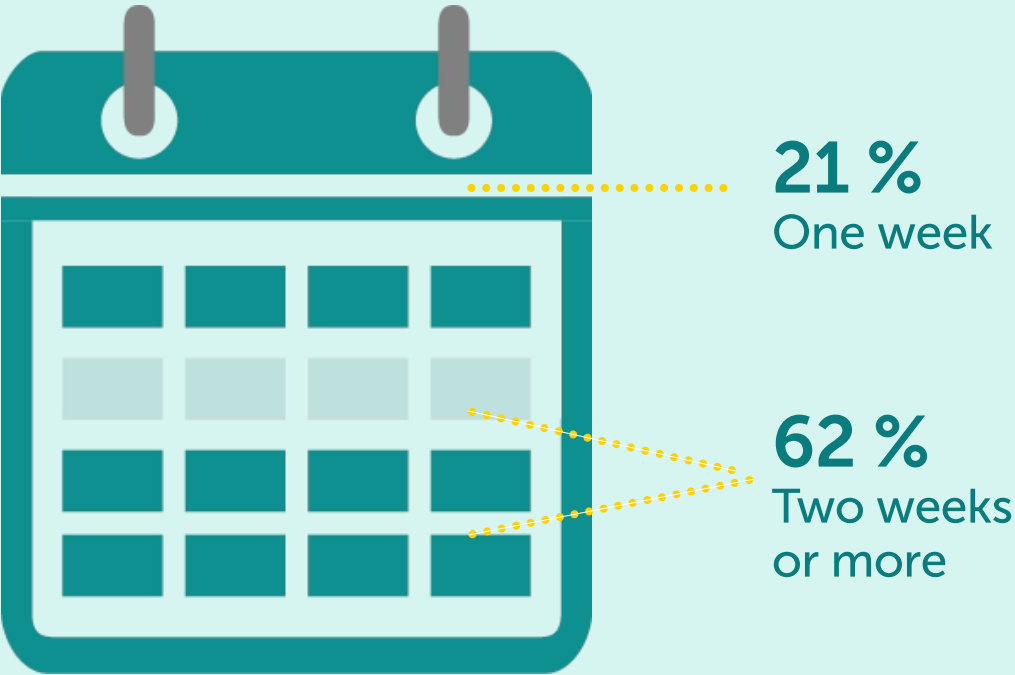
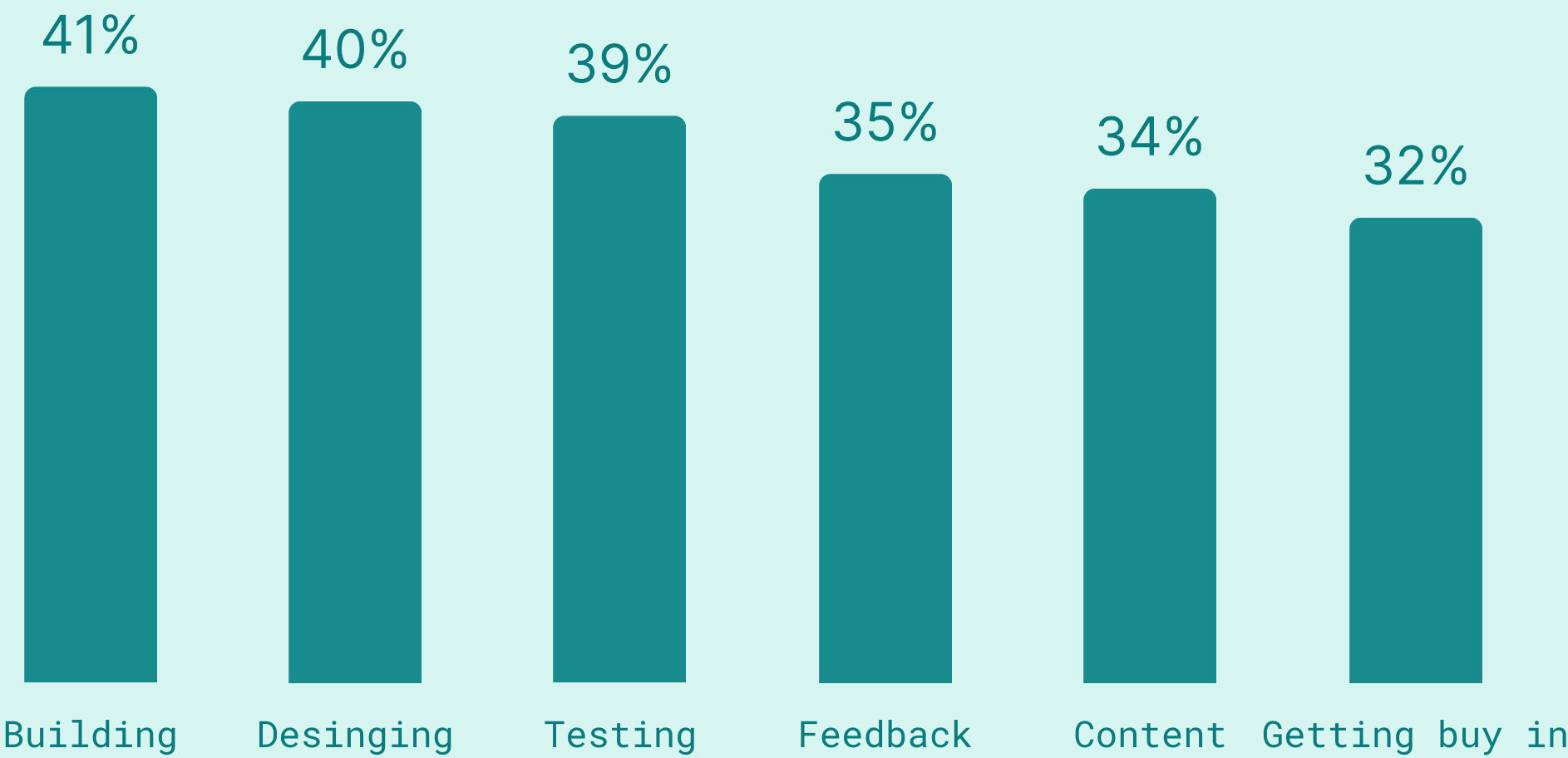


16%

PAID SEARCH

Source: The 2023 State of Email Workflows Report by Litmus

How long does it take to build an email?



Source: The 2023 State of Email Workflows Report by Litmus

What do you think?

How many emails are sent every day?

What do you think?

347 billion emails each day across the globe...

And how to ensure that your emails are delivered to the main folders?

How high is your email deliverability?

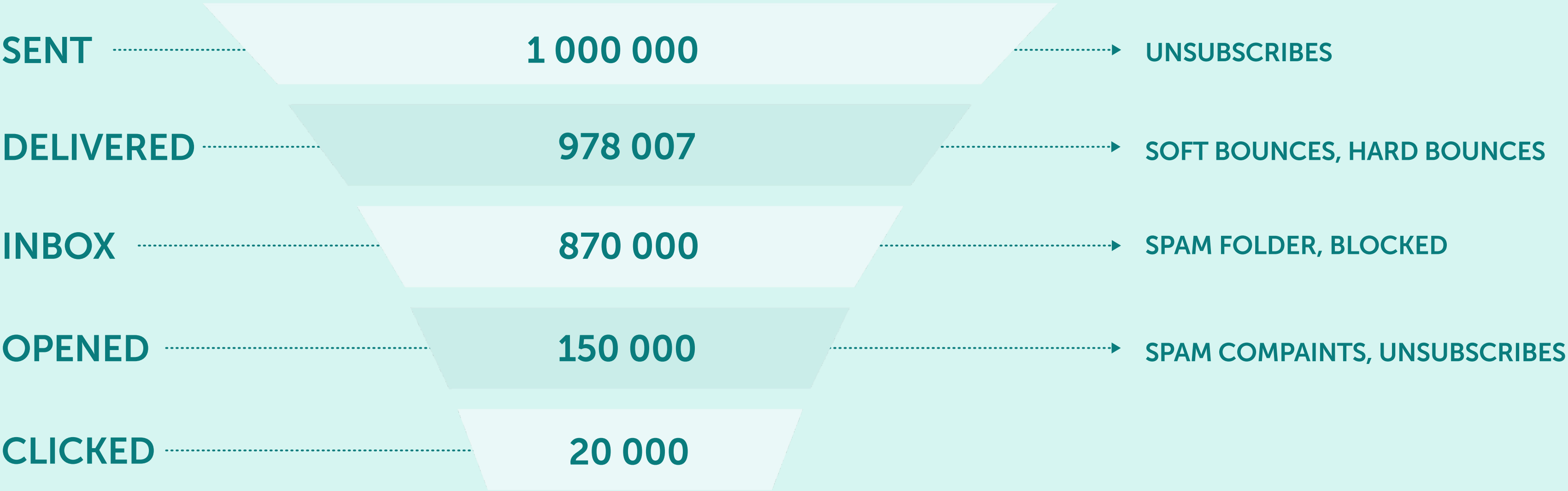
100% Deliverability Rate

It depends not only on infrastructure, but also sending frequency, relevance and more.

Emails in inbox and spam folder are both classified as delivered.



The way of your emails





Numbers: In the context of various ISPs

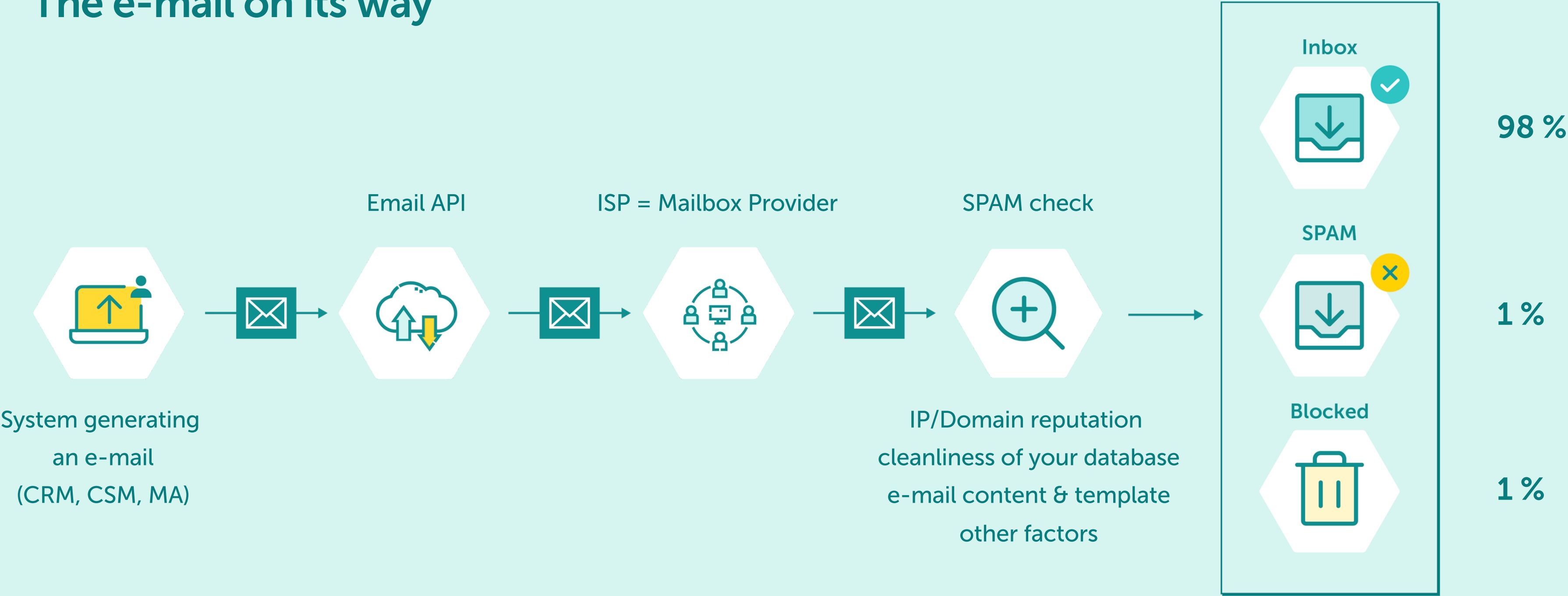
PROVIDER	SENT	DELIVERED
Google	24000000	19000000
Onet	23000000	22769099
Yahoo!	8799	8300
Hotmail	90000	89021
Microsoft 365	2300	1900
Other b2b	23000	21000

Numbers: In the context of various ISPs

PROVIDER	OPEN RATE **	CLICK-THROUGHT RATE
Google	28 %	4 %
Onet	10 %	1 %
Yahoo!	27 %	3 %
Hotmail	20 %	2 %
Microsoft 365	4 %	0,1 %
Other b2b	20 %	3 %

*** due to Apple's Mail Privacy Protection put it into perspective*

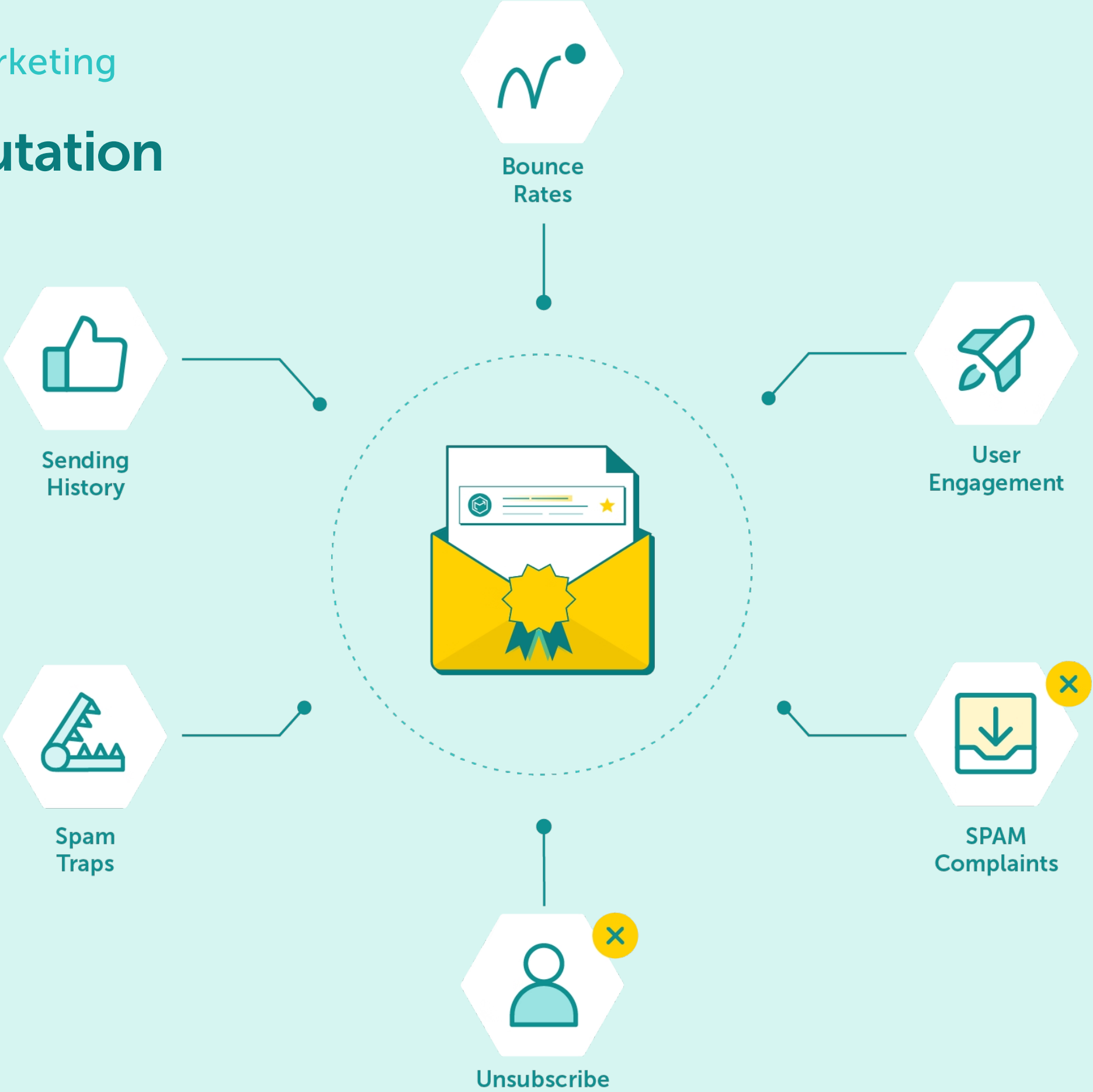
The e-mail on its way



How various ISPs assess your sendings?

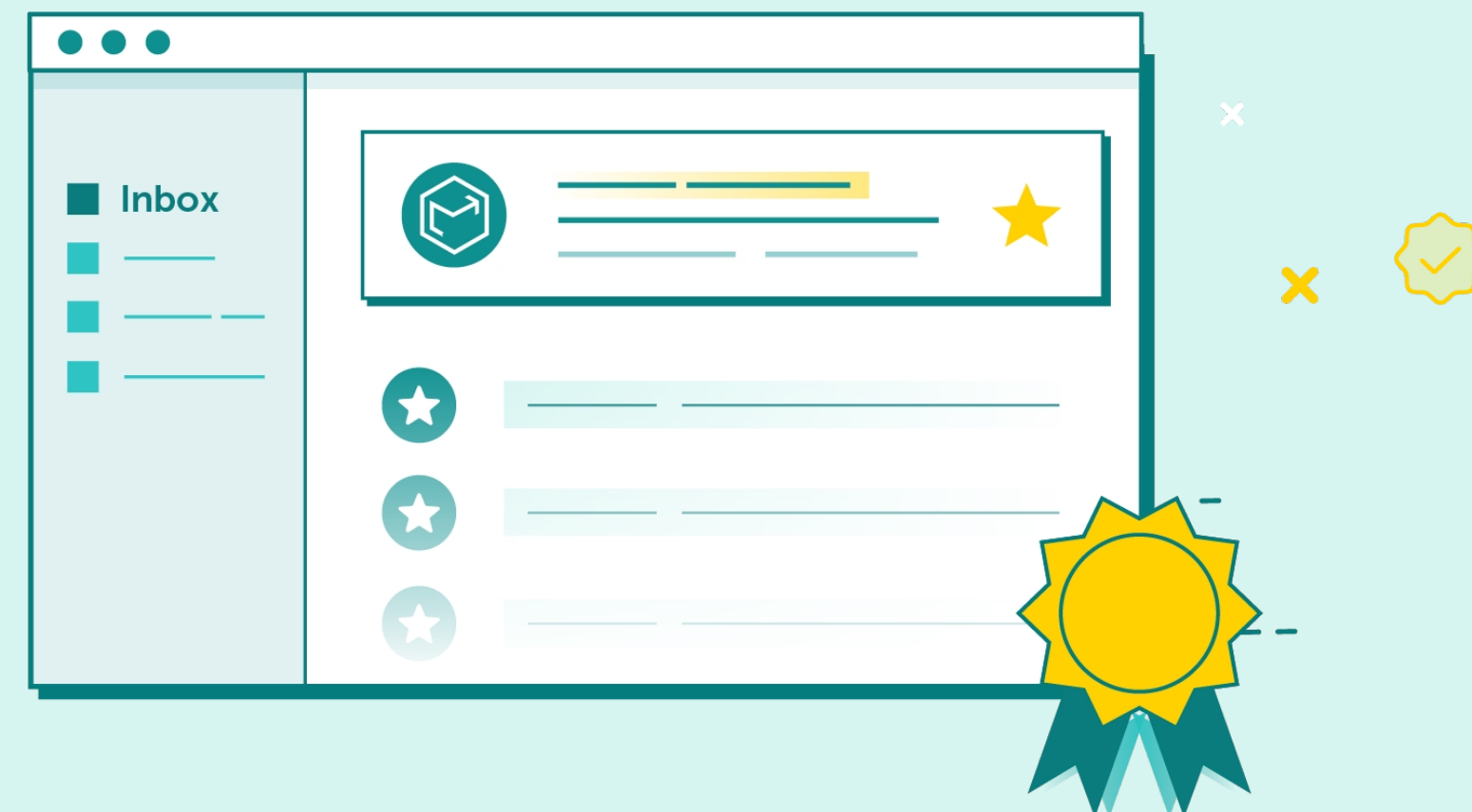


The Sender Reputation



How various ISPs assess your sendings?

- ✓ They use various algorithms
- ✓ Some of ISPs run email classification analysis using very basic / complex techniques
- ✓ Some of them use advanced machine learning algorithms and improved models for detecting spam emails
- ✓ Smaller ones often try to copy the global ISPs' solutions
- ✓ They are signed up to the different Blacklisting Organizations (some of them use mainly Spam House)



The reaction of ISPs: Sending limits and blocks

Sending limits**:

- ✓ All ISPs have sending limits: per hour, day or week.
- ✓ The receiving server doesn't have any open ports to receive email.
- ✓ The receiving server doesn't recognize your IP address(es) or thinks you've sent spam
Example:
WP.pl - 150 000 emails/day/IP address

Blocks when too many bounces and spam complaints: when you create a spike in volume and you have no sending history (no email reputation established).

** Throttling —the amount of email accepted from a particular sender during a specific period. If you try to send an email above the acceptable threshold, the ISP **will reject your email**, resulting in higher bounces back;

Act global but focus on a local market

You can have audience worldwide but find an provider that takes care of particular requirements and specific ISPs landscape.

- ✓ The strength of local providers
- ✓ Individual sending limits
- ✓ Specific email classification rules
- ✓ Rules for feedback loops



Diversity of ISPs

Global Players:

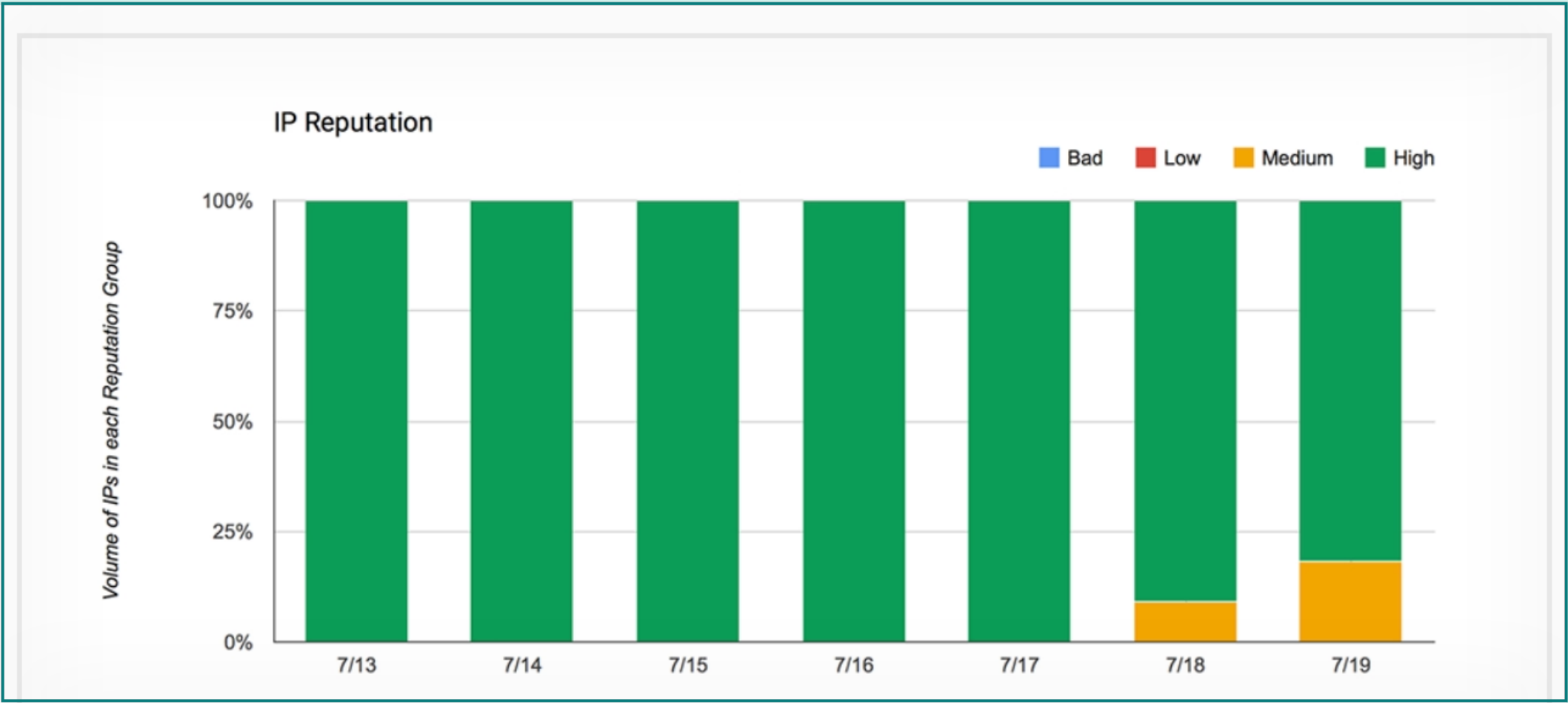


Local Players:





Tools from global players to keep the finger on your sender reputation



SDNS Microsoft



Yahoo Feedback



Google Postmaster Tools









Talos Intelligence

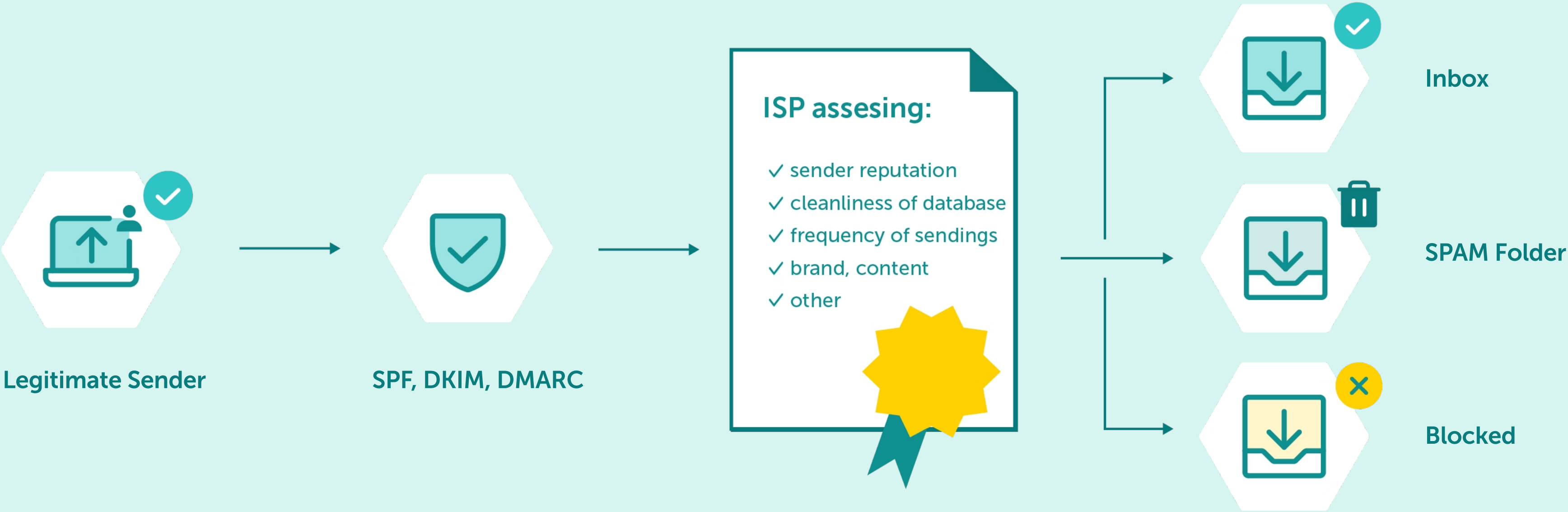
Google Postmaster Tool - new updates

Compliance status

This dashboard shows [email sender requirements](#) compliance for your domain and subdomains. The data in the dashboard was last updated at 17 mar 2024, 01:00:00.

Requirement	Status
SPF and DKIM authentication	 Compliant
From: header alignment	 Compliant
DMARC authentication	 Compliant
Encryption	 Compliant
User-reported spam rate	 Compliant
DNS records	 Compliant
One-click unsubscribe	Coming soon
Honor unsubscribe	Coming soon

Email Flow - DIY





Certified Senders Alliance

Cleanliness of the database - double-opt in, consents

There is the list of technical and legal requirements are required for certification.

IMPROVED DELIVERABILITY

- ✓ having your IP address on a whitelist means that mailbox providers will likely see your messages as legit and not mark you for spam.

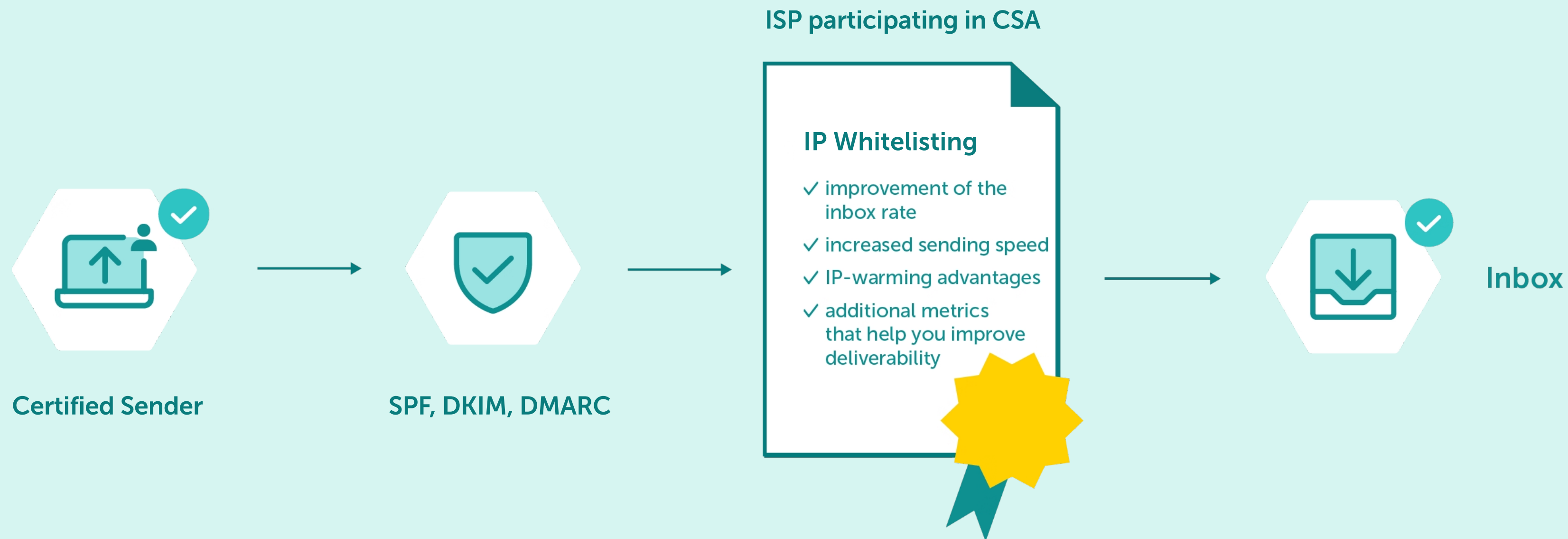
INCREASE YOUR SENDER REPUTATION

- ✓ ISPs assign higher scores to brands that are included in whitelists than those that aren't.



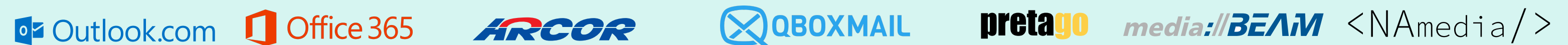
 Certified Senders Alliance (CSA)

FAST- TRACK: IP addresses certified to be compliant with CSA



CSA Mailbox Providers

Those ISPs whitelist your send-outs:

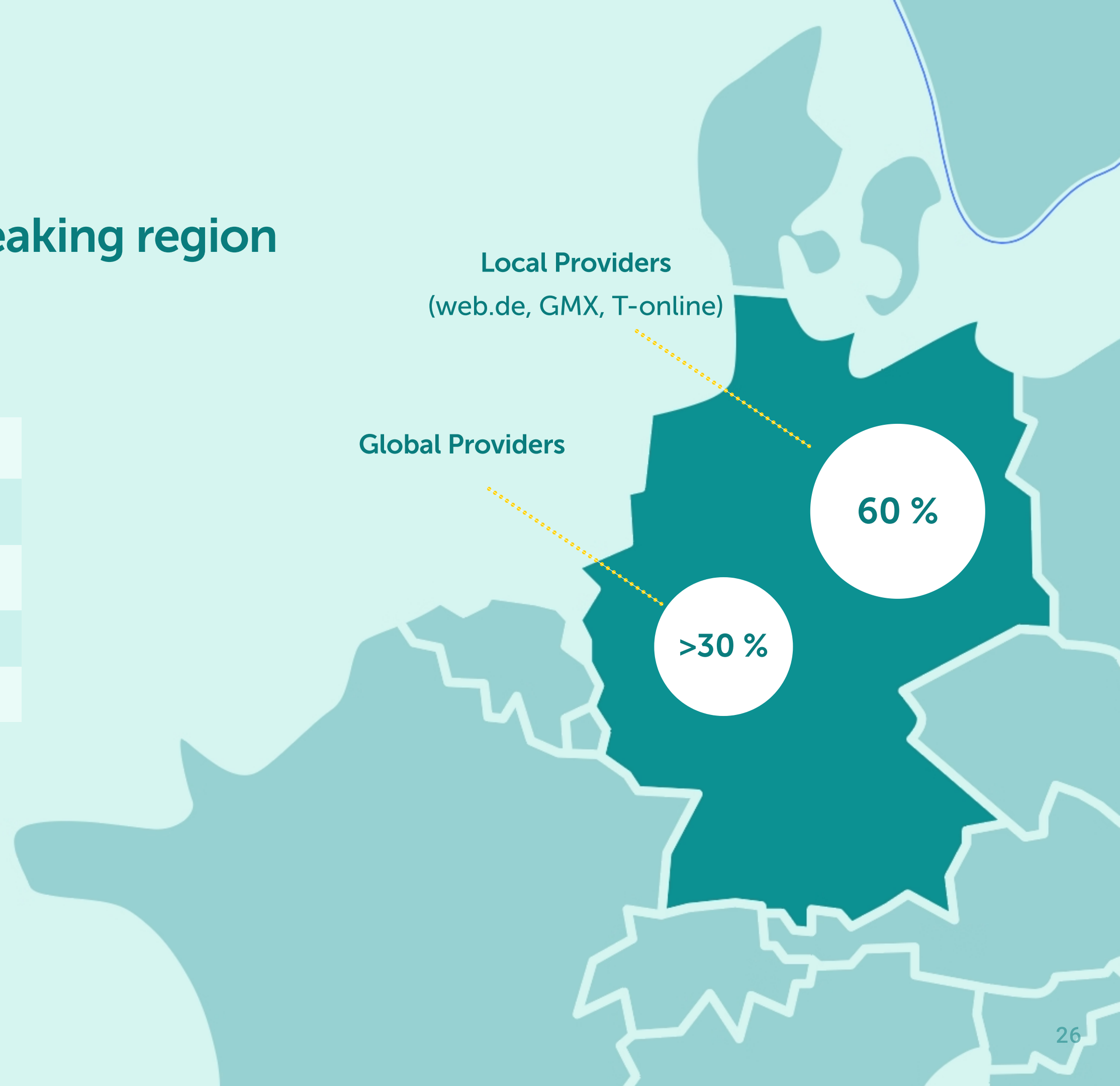


Let's stop for a moment...

Examples of restrictions for various ISPs

DIY: Customer from German-speaking region (Germany+Australia+Switzerland)

- ✓ Cleanliness of the database - double-opt in, consent
- ✓ Spam Complaints
- ✓ The relevance to your subscribers
- ✓ Content + template
- ✓ Other



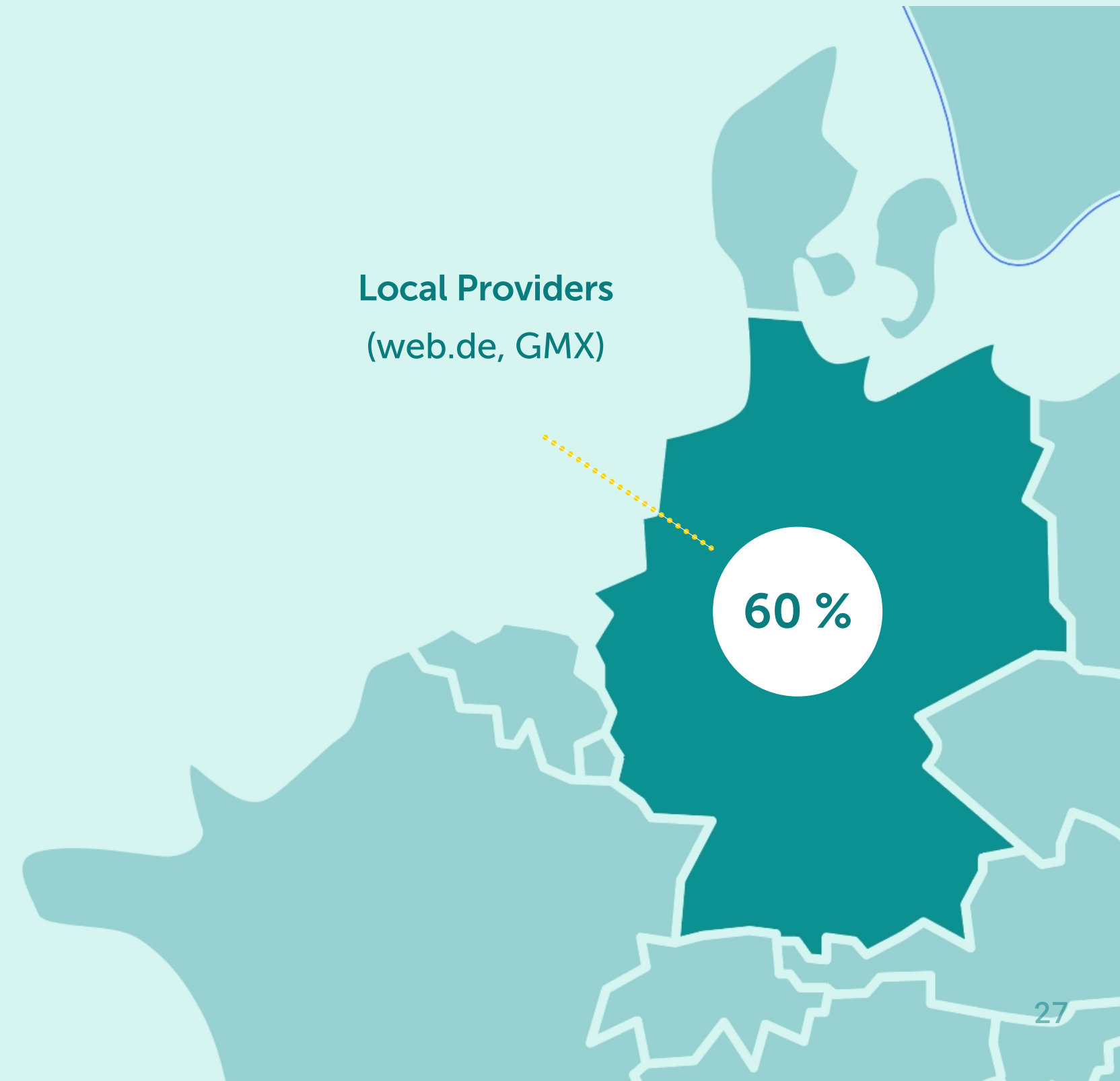
FAST-TRACK: Customer from DACH region

For any German-speaking region senders, CSA certification is very highly recommended.

If you send to Germany, CSA is a whitelist to the important mailbox providers (and provides a way to contact them in case of troubles).

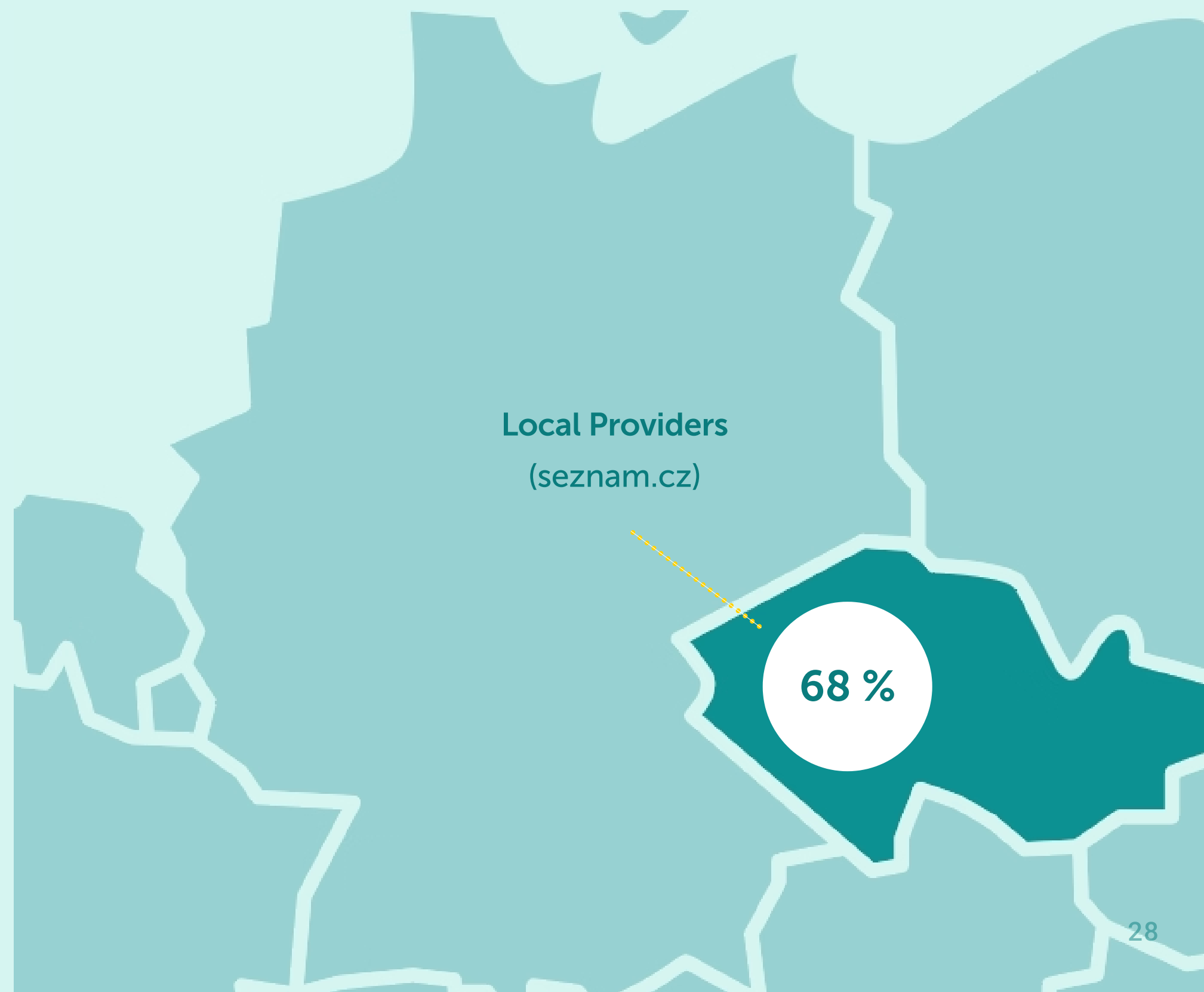
You get also easy access to feedback loop from 1&1.

source: CSA Case Study



DIY: Czech Republic

- ✓ Maintain the cleanliness of database
- ✓ Always use the same *from* address
- ✓ Avoid no-reply addresses (*2way* communication is recommended)
- ✓ Spam Complaints
- ✓ Include a visible unsubscribe link in the body of the message
- ✓ SPF and dedicated DKIM are required (messages without a correct DKIM entry will be automatically marked as spam)
- ✓ The domain in the address *from* and in the Return Path must exist and have MX records set

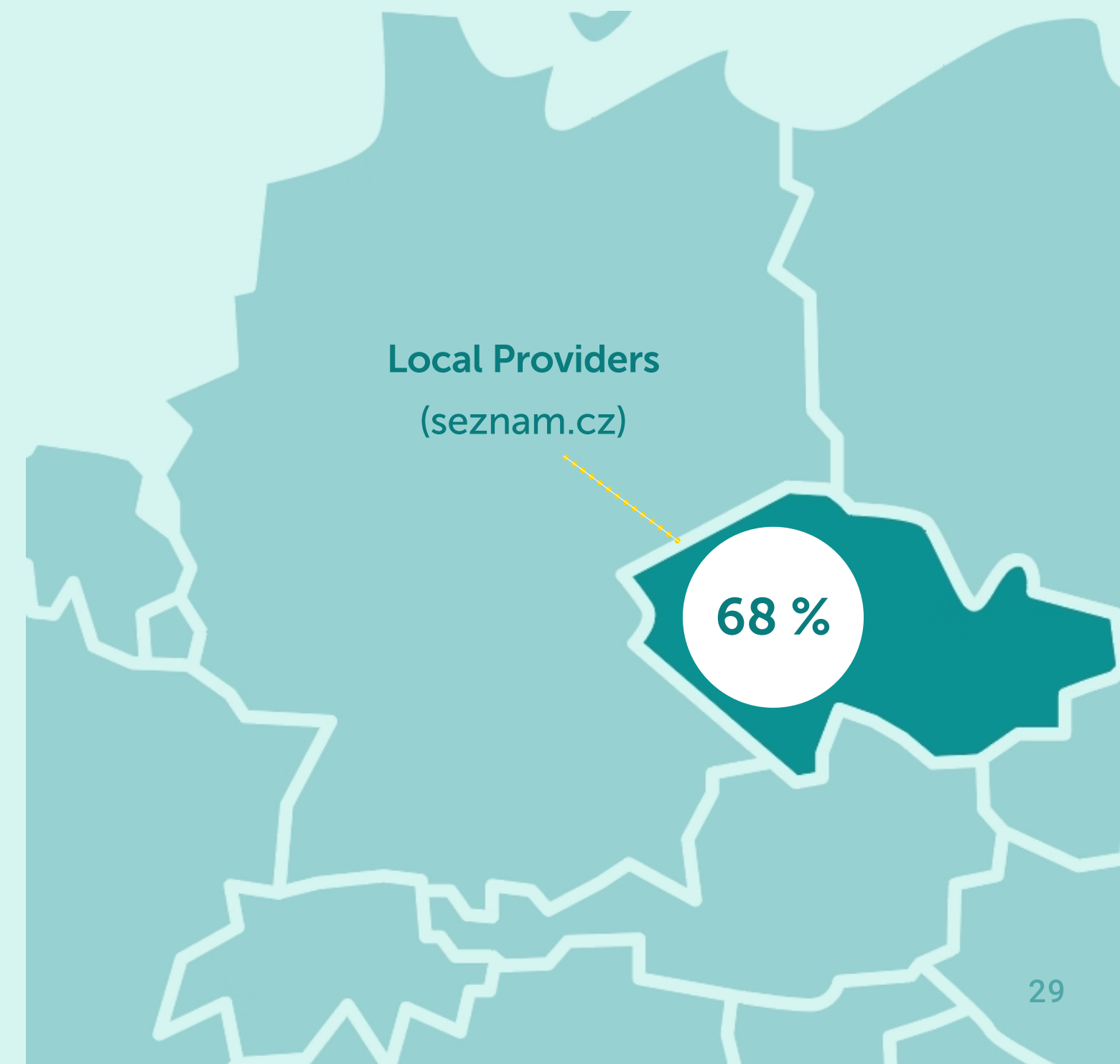


FAST-TRACK: Czech Republic

"In 2024, we will continue to invest in the expansion of our international partnerships in order to offer our CSA Certified senders access to a global network, additional data sources and further deliverability benefits.

We are delighted that Seznam.cz, a.s. is now an official CSA partner who has implemented the CSA certified IP list."

source: Certified Senders Alliance

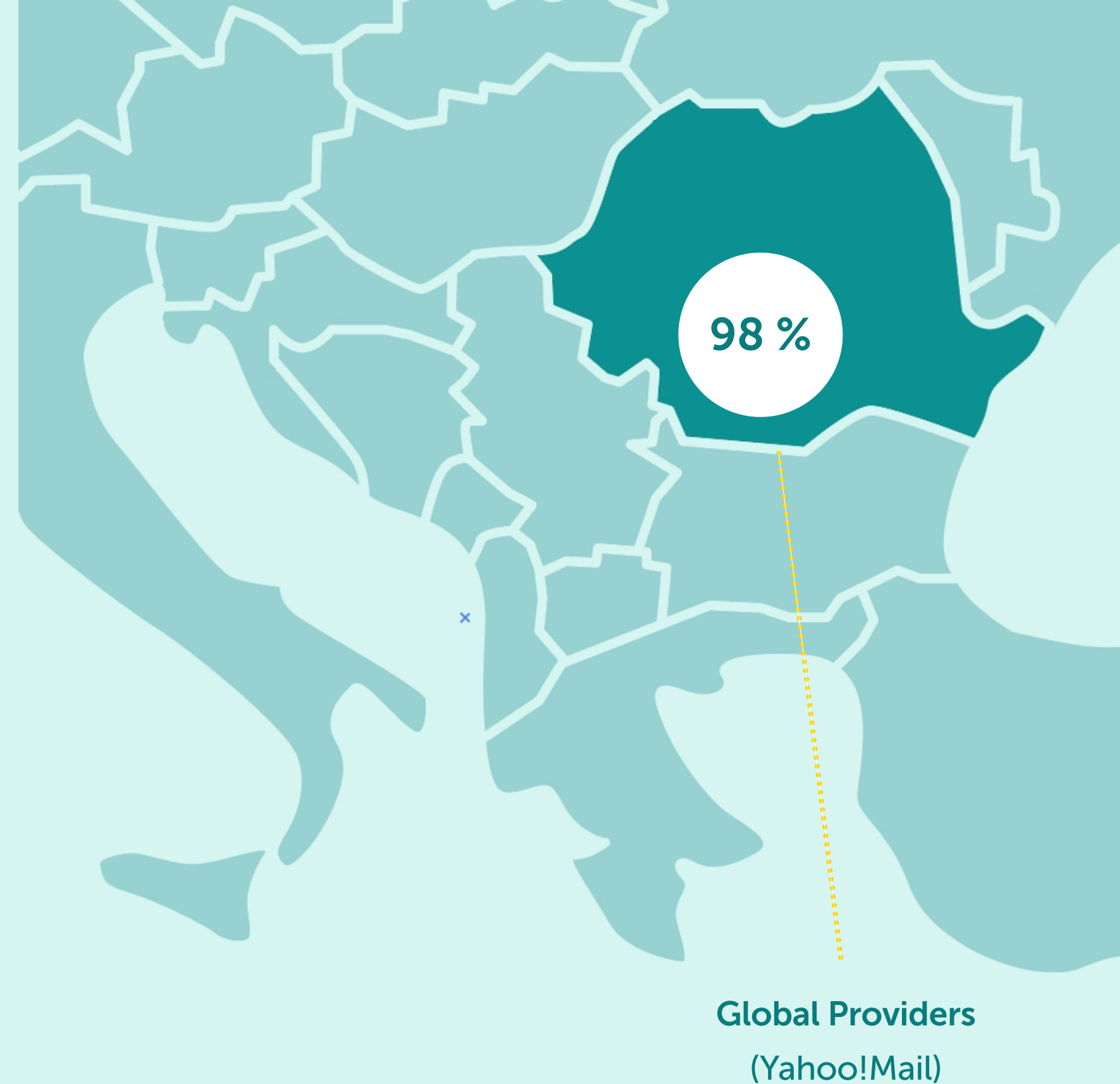


DIY: Romania

SPF, DKIM, DMARC (min. p="none" policy), domain alignment - Yes, of course. Spam complaint < 0,3%, - yes. There are basics for bulk senders.

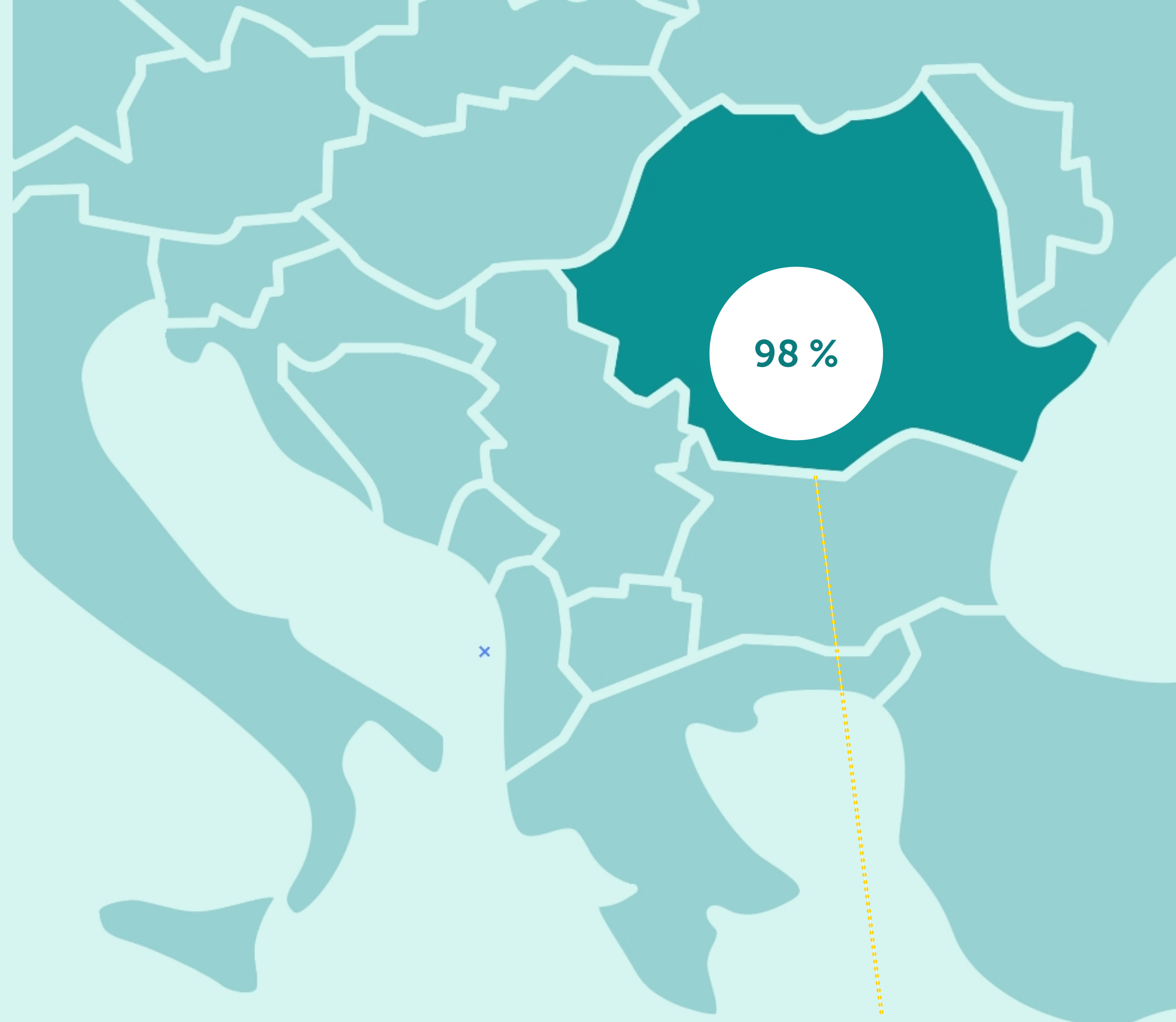
But Warming-up is essential. We prepared dedicated plan to build the best sender's reputation. We started with the most engaged recipients that placed orders in the last 3 months.

Yahoo!Mail Requirements



FAST-TRACK (CSA): Romania

Boost your email delivery!



DIY: Great Britain - problems with blocks

Microsoft accounts
in customers'
database

30 %

A stylized map of Great Britain is shown in a dark teal color. A dotted orange line originates from the text 'Microsoft accounts in customers' database' and points to a white circular callout containing the text '30 %'. The map is set against a light teal background with abstract shapes.

Microsoft

Do ' s :

- ✓ Provide details about your efforts you have made
- ✓ Ask what can you change
- ✓ Specific email classification rules
- ✓ provide them with essentials:
 - background information
 - your name and surname
 - position
 - your company
 - who you are mitigating for and their relationships to you
 - IP/Domain affected
 - request for follow up
- ✓ Change your sending practise: Start warming-up with more engaged audience

Dont ' s :

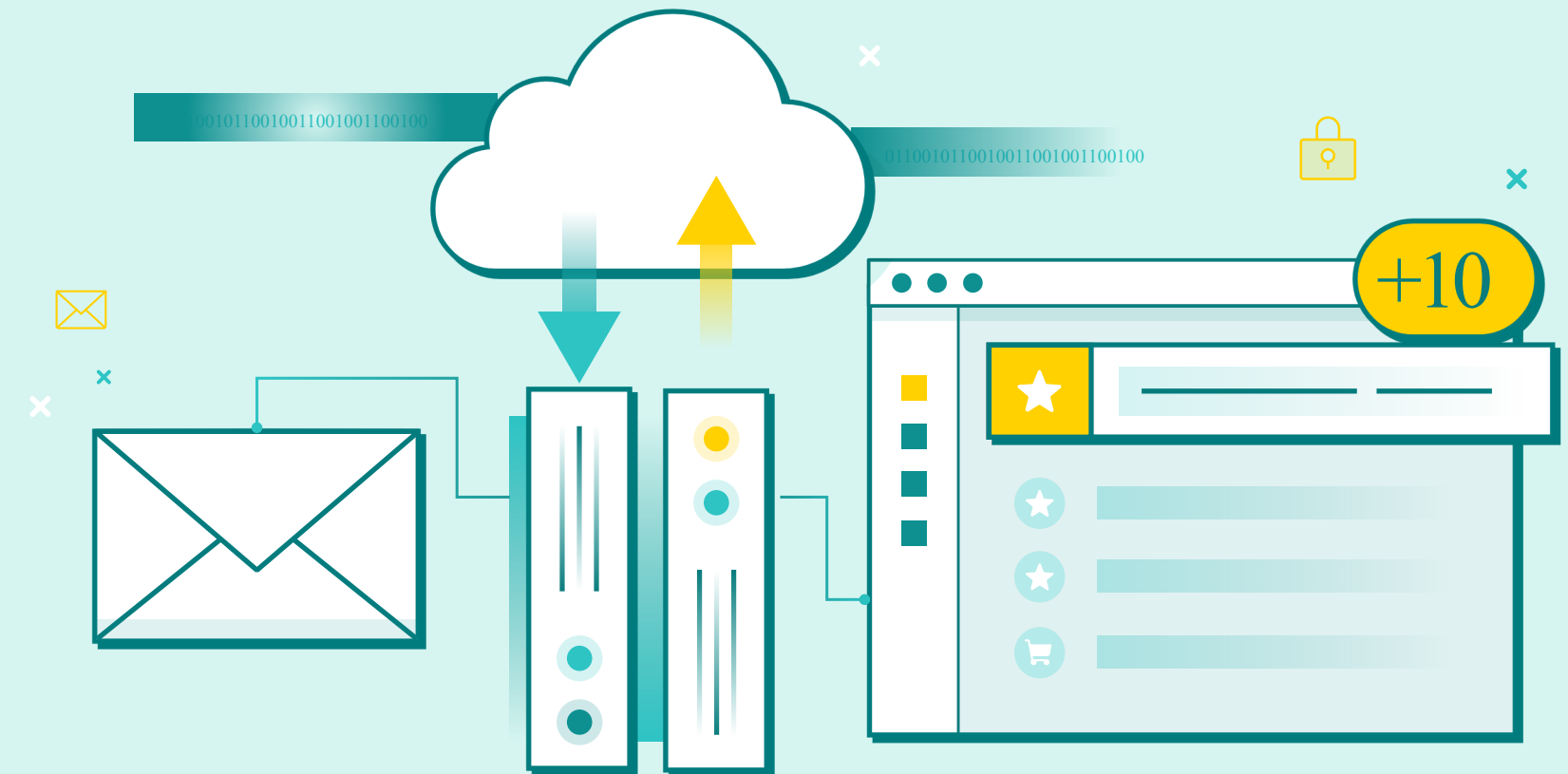
- Do not ask to be unblocked

Customer who sends out across Europe

22 countries: i.a.: Spain, Germany, France, Poland, Czech Republic, Croatia, Greece, Romania, Italy, Great Britain and more.

The best delivery rate we could accomplish:

- ✓ Dedicated approach on demanding markets
- ✓ Separate infrastructure on each market
- ✓ Separate data analyzed independently
- ✓ Dedicated warming-up process
- ✓ Paid solutions on some particular market
- ✓ Long-term cooperation with local providers: dedicated support on Czech/Polish market
- ✓ DIY way



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Let's connect!



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