

#1 EMAIL REPUTATION

"REPUTATION IS EVERYTHING"

AS THE SAYING GOES, "IN BUSINESS... REPUTATION IS EVERYTHING". WELL THIS HOLDS TRUE WHEN IT COMES TO EMAIL DELIVERABILITY. YOUR REPUTATION IS KEY AND IT'S ESSENTIAL TO ESTABLISH - AND MAINTAIN - A GOOD EMAIL REPUTATION.

KNOW YOUR "SCORES"

95%

A RATING

A

NEED TO HAVE AN "A" RATING

(Over 90 with SenderScore.org,
for example)

SENDER SCORE BANDS AND AVERAGE DELIVERED

SENDER SCORE	AVERAGE DELIVERED
0-60	21%
61-70	67%
71-80	68%
81-90	92%
91-100	95%

IN EMAIL, ONE OF THE MORE POPULAR SCORING "AGENCIES" IS YOUR "SENDER SCORE". THE SCORES ARE BASED ON A SCALE OF 0 TO 100, WHERE 0 IS THE WORST AND 100 IS THE BEST. YOUR GOAL IS TO HAVE AN "A RATING" EMAIL SCORE, WHICH IS OVER 90.



AUTHENTICATE YOUR EMAIL IP ADDRESS

B

PUBLISH SPF RECORDS (SENDER POLICY FRAMEWORK) ALONG WITH SENDERID, DOMAINKEYS AND DKIM (DOMAIN KEYS IDENTIFIED MAIL). YOU MAY ALSO WISH TO SEPARATE PROMOTIONAL, NEWSLETTER, AND TRANSACTIONAL COMMUNICATION.

SENDER POLICY FRAMEWORK (SPF)

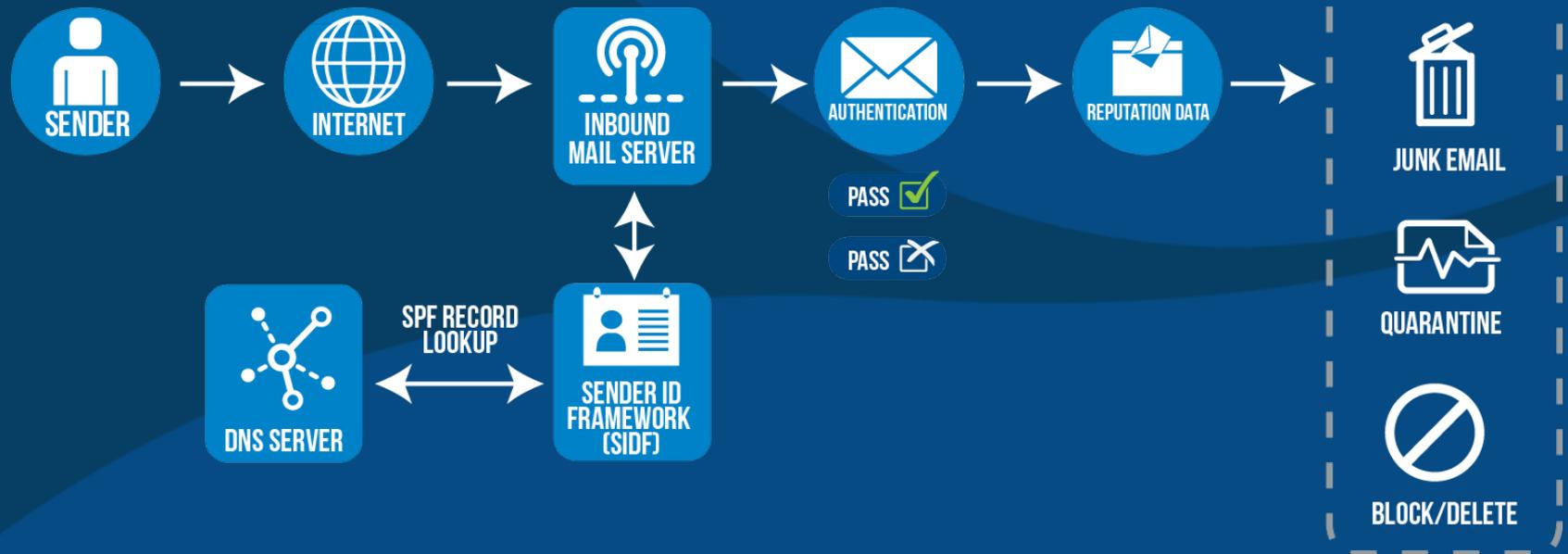


IS ALLOWED

YES/NO



SENDER ID



DOMAIN KEYS IDENTIFIED MAIL (DKIM)



CONTROL COMPLAINTS

Non-Complainers



Non-Complainers



Complainers

IT'S IMPORTANT TO PAY ATTENTION TO COMPLAINTS AND ADJUST YOUR CAMPAIGNS, SENDING PATTERNS, AND COMMUNICATION STYLE ACCORDINGLY.

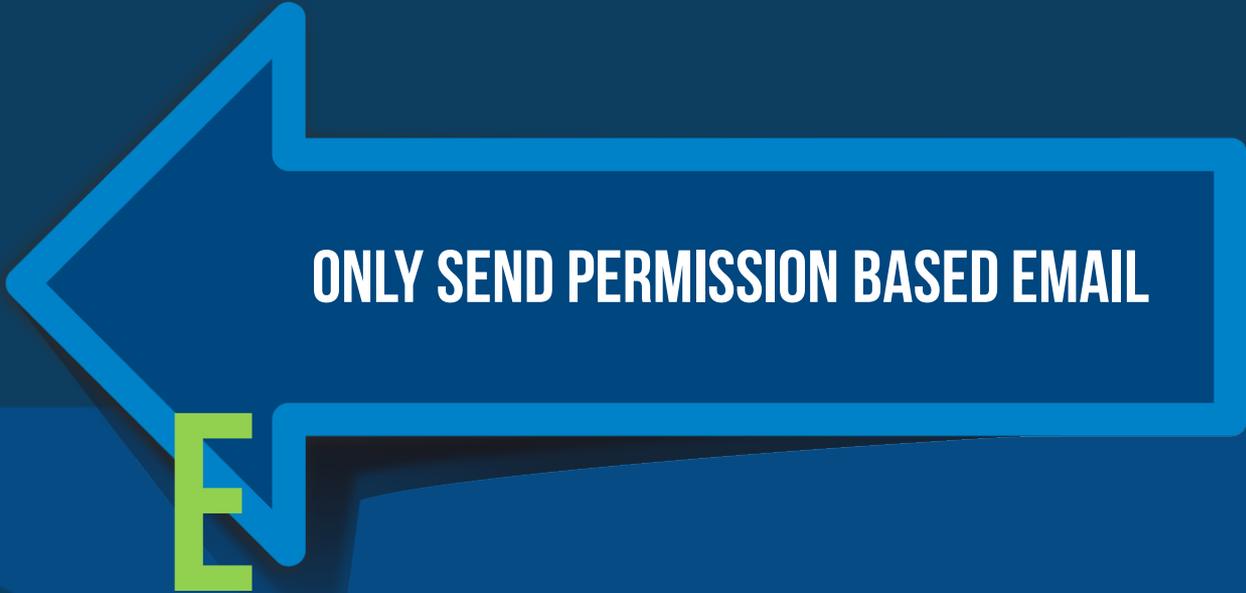
AVOID BLACKLISTS

Stay off blacklists at all costs. There are a number of email blacklists that can impact your deliverability, so you want to scan your IP address(es) regularly and ensure they are not winding up on any lists.

NOTE:

You want to avoid blacklists for both your IPs and YOUR domains.

**KEEP OFF
BLACKLISTS**



ONLY SEND PERMISSION BASED EMAIL

E

Send subscribers only what they've "opted in" for! It's enticing when someone signs up for your 10-part auto responder educational series to automatically "dump" them into your promotional list, but if they didn't sign up for those types of emails, it's technically not permission for you to send them.

ONLY SEND PERMISSION BASED EMAIL

E

COMMUNICATE
WITH DIFFERENT SEGMENTS



BUILD YOUR CONTACT LIST



SEND EMAIL TO
CLIENTS



**To download the complete guide
and get access to helpful tools and
recommended resources that will
help you improve your email
deliverability, visit
www.EmailDelivered.com**