

An aerial photograph of a two-lane asphalt road that curves through a dense, green forest. Several cars are visible on the road, including a white car, a blue car, and a dark car. The road has white dashed lines for lane markings and solid lines for the edges. The forest is thick with various shades of green trees.

yes

MARKETING

Deliverability

**The first step to optimal
email marketing ROI**

The Challenge

As digital marketing continues to evolve, email remains one of the most popular, successful and cost-effective digital channels. Due to the ever-increasing volume of marketing emails, however, ISPs are working harder to set up filters and block messages that do not meet specific criteria. This makes it increasingly difficult for marketing communications to reach the consumer's inbox.

Today's deliverability landscape presents numerous technical, legal, and business challenges. It is imperative to find an experienced partner who knows how to promptly address and overcome them in order to achieve maximum ROI for your email marketing programs. Monitoring email deliverability is the first and most critical step to ensuring that every campaign makes it to the inbox of its intended recipient.

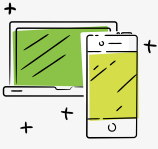
The Solution: Yes Marketing's Deliverability Tool

Our deliverability monitoring tool allows you to accurately measure email campaign performance and develop proactive deliverability strategies. This all-encompassing solution combines detailed campaign measurement with the experience of a dedicated deliverability expert, invested in consistently improving inboxing rates, examining each mailing, and rectifying any issues along the way.

Our solution has **five complementary components** that provide comprehensive deliverability metrics and offer actionable strategies for improving inboxing rates, overall campaign performance, and email marketing ROI:



Inbox Placement



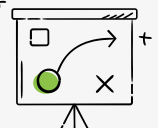
Creative Rendering



Blacklist Monitoring



Engagement Measurement

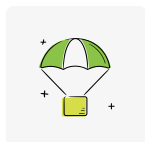


Deliverability Consulting



Measurable Benefits

- Increased clients' inboxing rates by an average of 20%
- Consistently improved clients' sender reputation scores, earning 95/100 on average
- Decreased clients' spam placement by 100% to a 0% spam rate
- Achieved substantial reduction of client listings on Spamhaus and other major blacklists



Inbox Placement

Reach Your Audience One Email at a Time

The inbox placement component of Yes Marketing's deliverability tool enables you to determine each email campaign's inboxing, spam placement and blocking rate. The tool boasts a global coverage of over 100 ISPs throughout North America, Europe, APAC and Latin America thus ensuring coverage no matter where your audience resides.

Key Features

Detailed inboxing, spam placement and blocking rate reporting

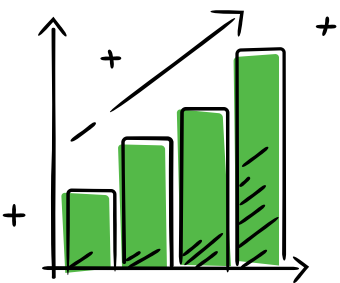
Yes Marketing's deliverability solution provides a comprehensive view of each campaign's deliverability performance in near real-time. You can instantly measure inbox placement, detect any issues or even stop a mailing, should a major block occur.

Deliverability metrics by geographic region and by ISP

With this solution, you can quickly identify which ISPs are causing issues with your mailings and whether they are located in North America or internationally. This expedites the issue remediation process and keeps any damage to a minimum.

Easily exportable deliverability metrics

You can choose how your deliverability metrics are displayed – in a chart or in a graph. You can quickly export the stats in .pdf or .xlsx formats and easily incorporate them into presentations or KPI reports.



Key Benefits

Inboxing metrics available minutes after campaign deployment

This allows you to react quickly in case of excessive spam placement or missing rates before they turn to larger deliverability issues that can mean substantial revenue loss.

Instant insight into database health

Accurate inbox placement metrics provide a snapshot of the activity level of your audience and their level of engagement with marketing communications.

Proactive monitoring of sending reputation

Low inboxing and high spam placement and blocking rates are indicative of negative sending reputation which largely determines deliverability. Early detection of inboxing issues and proper remediation can prevent serious deliverability setbacks like blacklisting.



Creative Rendering

Flexible Email Design for Consistent Audience Engagement

The creative rendering component of our deliverability solution allows you to view how email campaigns render across a variety of web, desktop, and mobile clients. This capability lets you optimize creative to ensure calls-to-action are visible and clickable in all email environments. This means higher click-throughs and conversions.

Key Features

Creative rendering preview

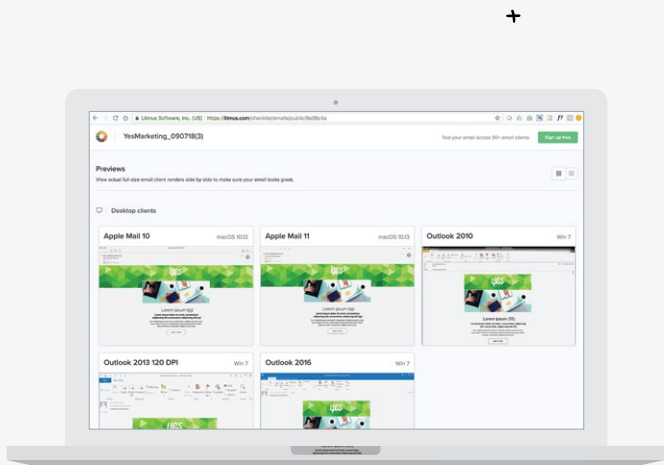
Marketers can test any email creative prior to campaign deployment to ensure proper rendering in over 60 different email web, desktop, and mobile clients.

Flexible image previews

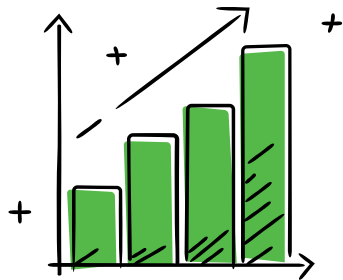
The creative rendering functionality within our deliverability tool provides screenshots of your email creative in images-off mode, in addition to the traditional images-enabled view. This allows for better design in both modes which promotes higher engagement.

Easy preview exports

Creative rendering allows you to export creative previews in .pdf or .csv formats for easier rendering issue detection, design direction, and documentation.



View how an email campaign renders in all major browsers, operating systems, web clients, mobile platforms, and desktop devices.



Key Benefits

Greater engagement through better design

Creative rendering allows you to identify rendering errors immediately, adjust your message code, and generate higher click-through rates while lowering unsubscribes.

Device-based strategy

Based on the way creative renders in multiple environments, you can modify your email design and calls-to-action to communicate your message in a way that is translatable to every type of device.

Simplified creative and content review process

You can easily access and export your campaign's creative previews to facilitate the approval process and cut approval time.



Blacklist Monitoring

Unhindered Email Inboxing for Program Success

ISPs enlist the help of blacklists to determine which incoming emails should be blocked in order to protect users from irrelevant, untargeted, or malicious messages. Through the blacklist monitoring component of Yes Marketing's deliverability solution, you can track how your IPs and sending domains are performing at all major blacklists.

What Is the Impact of a Blacklist?

As the largest and most popular blacklist, Spamhaus can cause serious damage to your program. A single Spamhaus listing will impede your ability to successfully deploy email to 70% of ISPs worldwide. Our deliverability tool helps you avoid these challenges through proactive blacklist monitoring.

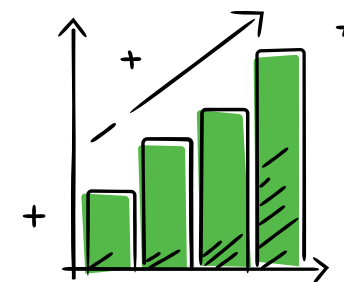
Key Features

Scanning of sending IPs

Yes Marketing's deliverability solution scans your IPs and domains against all major blacklists on an hourly or daily basis, depending on the blacklist's size and potential impact.

Link scanning

Link scanning goes beyond checking sending IPs and domains against major blacklists. It goes deeper to ensure that each link in the body of an email is block-free. If a message contains a link to a blacklisted domain, that message can easily be blocked. Link scanning allows you to actively test email content to determine whether it will cause any deliverability issues.



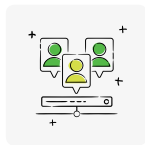
Key Benefits

Minimal revenue loss

Our deliverability tool allows you to immediately react in case of a major blacklisting instead of unwittingly continuing to mail to recipients that never get your emails and are thus never given the chance to convert.

Expedited issue investigation and resolution

If a blacklisting is detected, your dedicated deliverability expert immediately provides near real-time notification and initiates issue remediation to keep the damage to a minimum.



Engagement Measurement

Data beyond the initial email delivery

ISPs evaluate email marketers on many different levels when determining whether or not to allow emails through to a recipient's inbox. Subscriber engagement (i.e. email open and click rates) is a crucial component of this equation so it's important that senders monitor and consistently improve email engagement.

Through the engagement component of our deliverability solution you can collect additional email metrics that can help inform your strategy. These metrics include:

- Time of email open
- Subscriber's location at the time of open (city, state, country, longitude, latitude)
- How long the subscriber viewed the email
- Platform and browser the email was opened on

Key Features

In-depth email read metrics

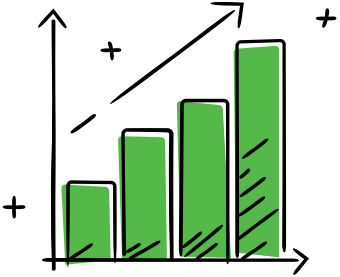
Track detailed engagement metrics to understand how long each subscriber interacts with each of your messages. Metrics include read time, skim time and glance time to help you categorize different levels of subscriber attention.

Geo location engagement tracking

Know where your subscribers are opening your emails. This data can help you ensure you are compliant with email regulations specific to the region where your subscribers are opening your campaigns. Whether this means compliance with GDPR (General Data and Privacy Regulation) or CASL (Canadian Anti Spam Legislation), there is tremendous value in knowing where your subscribers are located.

Platform and browser insights

Learn the most popular mobile devices and web browsers for your audience. This will help you guide your production process and ensure that your campaigns render correctly in the devices and browsers most widely adopted by your audience.



Key Benefits

Actionable subscriber insights

Near real-time metrics that allow you to immediately identify your most engaging campaigns and adjust your strategy to drive better interactions.

Proactive engagement

Subscribers who skim and delete emails are more likely to mark your messages as SPAM. Adjusting how you communicate with this segment can help you keep them engaged and avoid serious deliverability issues.



Deliverability Consulting

Partnership Towards 100% Deliverability

Our deliverability solution boasts a partnership with a knowledgeable and experienced consultant who helps you navigate any deliverability challenges, translates deliverability metrics into actionable strategy, and ensures email program success.

Key Features

Expert assessments

Your deliverability consultant consistently tracks and analyzes deliverability metrics for each mailing, and proactively recommends strategies to stay out of the deliverability 'dog house'. Tracking includes inbox placement, blacklisting, bounce rates, abuse complaints, sending reputation, and more.

Near real-time issue notification and remediation

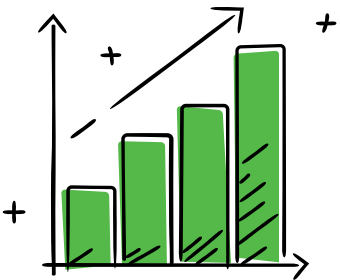
You are immediately notified of deliverability flags detected during pre-deployment campaign screening, or after a campaign has been executed. The deliverability consultant immediately initiates issue resolution to ensure minimum impact to your program.

Frequent status meetings

Your deliverability consultant schedules and leads meetings at your desired frequency to discuss status of all open deliverability issues.

Customized strategic direction

Your deliverability analyst creates custom strategies to help you consistently improve campaign performance. In addition, they provide up-to-date information on relevant industry changes and legislation related to email deliverability that may affect your email program.



Key Benefits

Full-service deliverability support at your fingertips

You get timely, customized, and personal service from deliverability experts who troubleshoot, forecast, and consistently improve your campaign performance.

Higher email marketing ROI

Your dedicated deliverability expert analyzes your data and develops custom deliverability recommendations to help you improve inboxing and engagement rates.



What Our Clients Say:



“ Yes Marketing's deliverability services team has been incredibly proactive with their recommendations – before we even realize that a change is needed, they come to us with solid advice on how we can improve. Their expertise has given my team a better understanding of deliverability and - most importantly – increased our email program ROI by helping us consistently reach each person in our audience.”

Sr Director Channel Strategy,
Lands' End

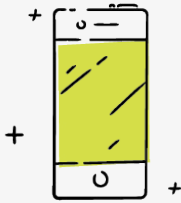


“ Yes Marketing's deliverability platform and service team have given us a tremendous level of confidence in our email program. The team is extremely responsive and has been able to address issues quickly with the postmasters. Time and again, Yes Marketing's deliverability experts provide excellent (and timely!) advice when we ask them to review our deployment strategy, particularly given our organization's need for quick turn-around.”

Sr. Email & CRM Manager
Daybreak Games

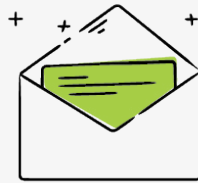
About Yes Marketing

Yes Marketing enables marketers to engage, acquire and retain consumers along each stage of the consumer journey with a brand – from awareness through consideration, purchase and lifetime loyalty. This is accomplished through a unique combination of expert marketing services, best-of-breed technology and proprietary data assets that enable brands to create and deliver truly personalized, data-driven customer experiences with the help of a single vendor with an integrated technology and service offering.



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Thank you for reading!