

What keeps IT and marketing departments up at night? It is optimizing the deliverability of email messaging—because one percentage point up or down could literally mean tens of thousands of dollars to the company's bottom line.

The plain truth is, if your message fails to hit its target, a lot more is lost than the operational dollars spent creating and sending the message. The potential revenue loss can be staggering when reviewing large customer segments that never receive the mail or the opportunity to do business with you. Equally troubling is the high risk of customer churn, based on customers expecting transactional email that never arrives. In simple terms, the more visibility and control you have over

of repeatedly bombarding ISPs with the same erroneous emails. Look for a solution with report/alerting, so that list administrators can proactively respond to trends or anomalies.

The result is an improvement in list integrity and your reputation, translating into increased ISP pipeline, while reducing abuse complaints and keeping your company off blacklists.

ISP Tuning

All ISPs have their own criteria for accepting email. Typically with policies addressing the number of connections ISPs are willing to accept from a given domain and the throughput (messages per second) of each connection. Additional policies can be



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The ROI Behind Deliverability: Best Practices That Maximize Returns

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your email operations, the more effective your messaging campaigns become—and the more compelling your demonstrated return on investment (ROI) will be.

While it is understood that implementing email authentication, reputation and comprehensive reporting improves deliverability, there are a few hidden gems that can make a world of difference to your email messaging program ROI.

Automated List Maintenance

Naturally, ISPs get upset when organizations repeatedly send messages to bad addresses because of the constant bounce-backs that consume ISP bandwidth. To be considered a good sender by ISPs, look at creating a feedback loop within your email solution to interpret common bounces (such as "invalid recipient") and automatically remove those addresses from your lists. Ideally this process would take place in real time, avoiding the possibility

applied based on sub-categorization criteria, such as transactional email, marketing email, alert email, etc.

Being a good Net citizen means taking extra steps to understand and adhere to ISP preferences. Adjusting mail flow based on type is a good example of demonstrating to your ISP that you understand and respect how it operates. This process builds reputation, which quickly turns into increased deliverability percentages.

The Bottom Line

Email messaging investments do not stop with IT infrastructure and marketing strategy. Maximizing ROI includes understanding and implementing operational best practices across the entire email operation. The results can be dramatic and yield a 5 to 15 percent increase in deliverability. Proving there really is an ROI associated with investing in deliverability. **BA/MNP**