

LIVE SESSION

# Uncovering the secrets of email deliverability

OCTOBER 23 | 10 AM ET



**Robert Brandl**   
Co-Founder & CEO  
emailcoltester

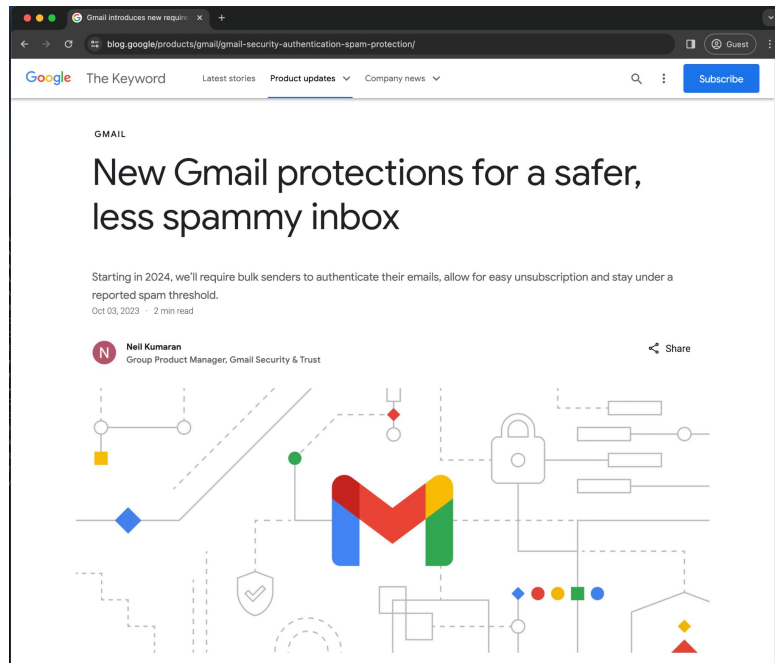


**Tim Brandl**   
Product Marketing  
raisin





# What changed (on the surface)?





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# The new bare minimum

- **Authentication:** SPF, DKIM, and DMARC required
- **Unsubscribes:** Senders must provide a one-click unsubscribe option.
- **Spam Complaints:** Senders should aim for a low spam complaint rate, ideally less than **0.3%**.





# Quick Authentication Check

etting mistakes to avoid

Inbox x

EmailToolTester x



Tooltester

23 Nov 2023, 17:54



- Reply
- Reply to all
- Forward
- Filter messages like this
- Print
- Delete this message
- Block "Robert from EmailTooltester"
- Report spam
- Report phishing
- Show original
- Download message
- Translate message
- Mark as unread

emailtooltester

Hi Robert,

Have you sent your first newsletter yet?

If not, don't worry. It usually takes a while to get everything set up  
suitable topics to write about.

Keep in mind that there are some **common mistakes** that many  
make when sending newsletters. [This article](#) describes what these mistakes



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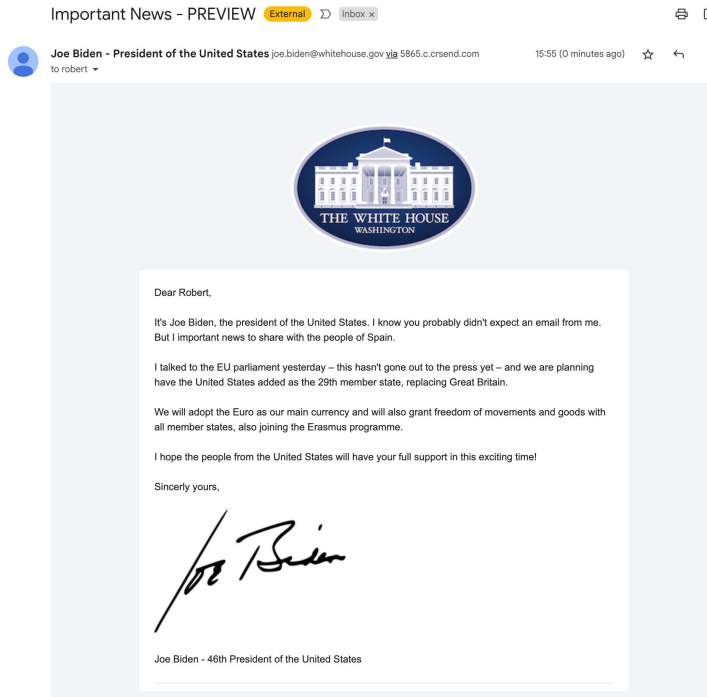
# Quick Authentication Check

## Original message

Message ID	<e4873f72-809a-4ce5-8e42-4ae24813fa74@smtp-relay.sendinblue.com>
Created on:	23 November 2023 at 17:54 (Delivered after 1 second)
From:	Robert from EmailTooltester <contact@emailtooltester.com>
To:	robert+14nov@emailtooltester.com
Subject:	7 email marketing mistakes to avoid
SPF:	PASS with IP 77.32.148.247 <a href="#">Learn more</a>
DKIM:	'PASS' with domain emailtooltester.com <a href="#">Learn more</a>
DMARC:	'PASS' <a href="#">Learn more</a>



# Why Email Authentication?





# Setup in raisin

**raisin** Home General Setup Events Manage Users Reports Export Data Analytics Logout

**System Settings**  
Manage various settings for Organization, Domains for emails, etc.

**Registered Domain Names**

Domain Name	DKIM Selector	Verified On	Status	Action
akanewmedia.com	rs-em-2	October 16, 2024, 9:54 AM	Successful	Verify   Remove
akaraisin.com	default	October 16, 2024, 9:41 AM	Successful	Verify   Remove
friendlyanimals.com		June 24, 2024, 10:04 PM	Pending	Verify   Remove

Add new Domain Name to verify:  DKIM Selector:  Add

**spf:akanewmedia.com:3.98.82.165**

**v=spf1 ip4:173.239.137.210 ip4:173.239.137.211 ip4:70.54.239.18 ip4:216.220.37.145 ip4:216.220.56.254 ip4:66.207.193.126 ip4:69.46.109.213 ip4:69.46.109.212 ip4:199.243.240.178 ip4:75.98.195.110 ip4:216.220.56.174 mx a tomr47.bellnexia.net smtp.akanewmedia.com media2.akaraisin.com 537388.spf08.hubspotemail.net spf.protection.outlook.com ~all**

Prefix	Type	Value	PrefixDesc	Description
v		spf1		The SPF record version
+	ip4	173.239.137.210	Pass	Match if IP is in the given range.
+	ip4	173.239.137.211	Pass	Match if IP is in the given range.
+	ip4	70.54.239.18	Pass	Match if IP is in the given range.
+	ip4	216.220.37.145	Pass	Match if IP is in the given range.
+	ip4	216.220.56.254	Pass	Match if IP is in the given range.
+	ip4	66.207.193.126	Pass	Match if IP is in the given range.
+	ip4	69.46.109.213	Pass	Match if IP is in the given range.
+	ip4	69.46.109.212	Pass	Match if IP is in the given range.
+	ip4	199.243.240.178	Pass	Match if IP is in the given range.
+	ip4	75.98.195.110	Pass	Match if IP is in the given range.
+	ip4	216.220.56.174	Pass	Match if IP is in the given range.
+	mx			Match if IP is one of the MX hosts for given domain.
+	a	tomr47.bellnexia.net	Pass	Match if IP has a DNS 'A' record in given domain.
+	a	smtp.akanewmedia.com	Pass	Match if IP has a DNS 'A' record in given domain.
+	include	media2.akaraisin.com	Pass	The specified domain is searched for an 'allow'.
+	include	537388.spf08.hubspotemail.net	Pass	The specified domain is searched for an 'allow'.
+	include	spf.protection.outlook.com	Pass	The specified domain is searched for an 'allow'.





# DMARC Policies



## DMARC Record Generator

[Get an embed](#)

Create a valid DMARC record in a few clicks to use it in your DNS.

Domain \*

emailtooltester.com

Policy type ⓘ

☒ None (monitoring) ☐ Quarantine ☐ Reject

Aggregate reports send to \* ⓘ

example@easydmARC.com

[+ Add RUA Address](#)

Failure reports send to ⓘ

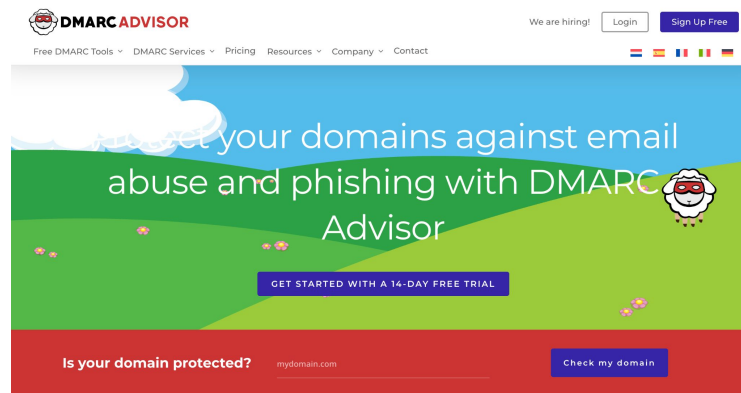
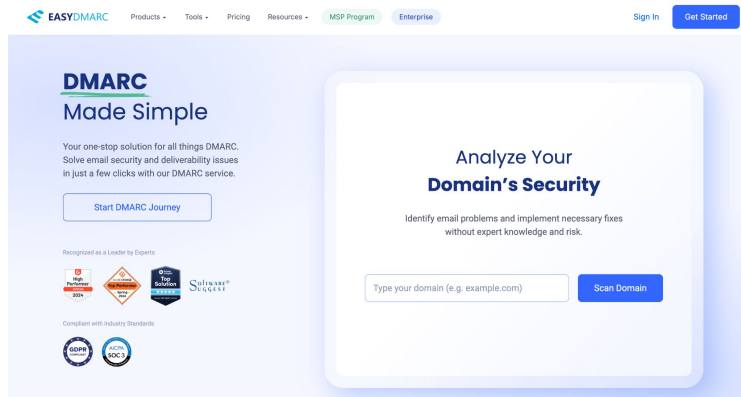
example@easydmARC.com

[+ Add RUF Address](#)

v=DMARC1; p=quarantine; rua=mailto:dpta1ej8@ag.eu.dmarcadvisor.com



# Use a DMARC Monitoring Tool

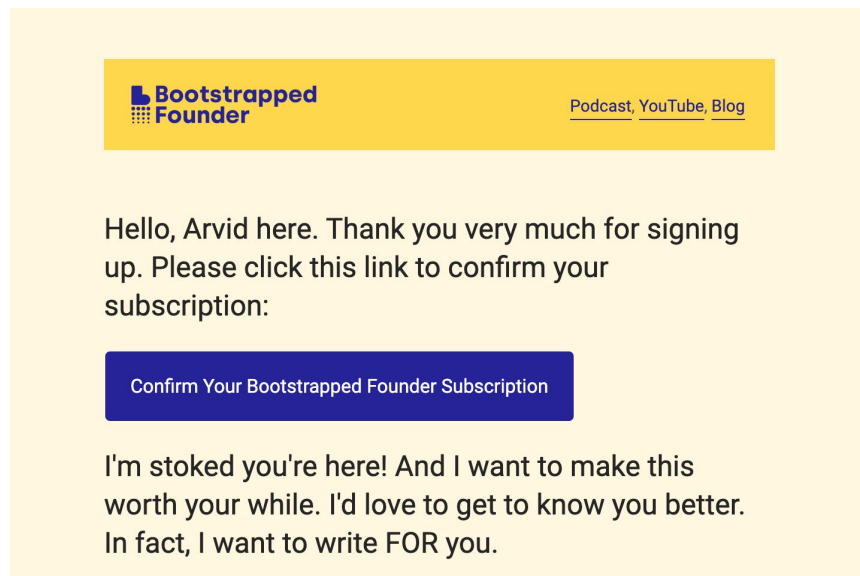




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# Deliverability Best Practices 2024

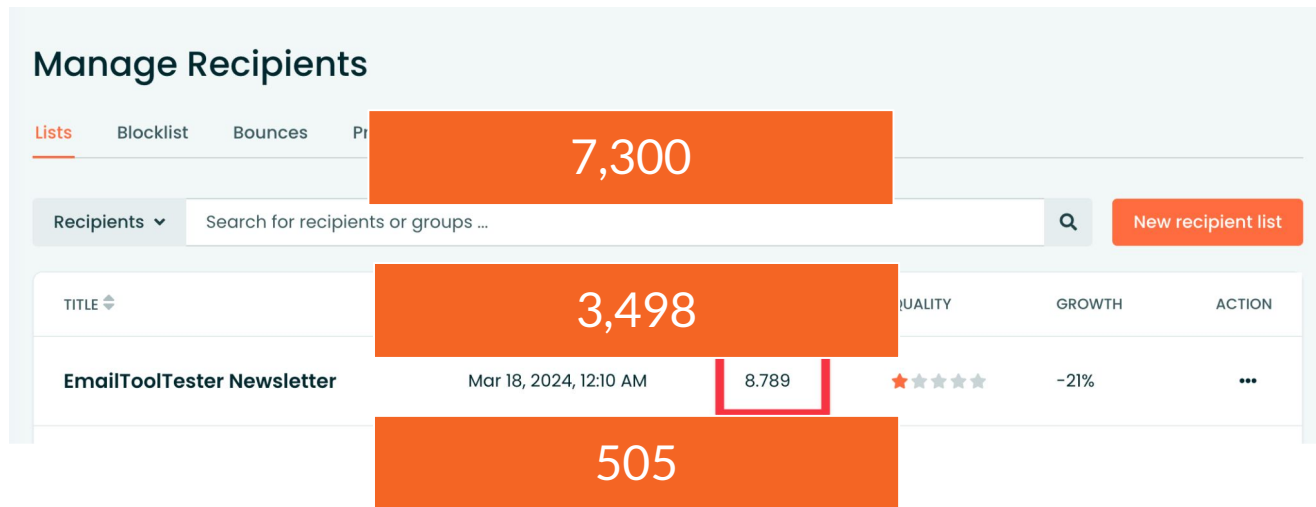
## 1. Embrace permission marketing (even if you CAN-SPAM)





# Deliverability Best Practices 2024

## 2. Clean your old lists





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# Deliverability Best Practices 2024

## 2. Clean your old lists

TITLE ▾	LAST CHANGE ▾	RECIPIENTS
EmailToolTester Newsletter	Mar 18, 2024, 12:10 AM	505



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# Deliverability Best Practices 2024

## 3. Keep your list tidy



 **OCEAN** | Email Marketing & Funnels   
@theoceanmaria

Email Marketing Tip:

Get rid of subscribers who haven't opened any emails in over 90 days.

Bonus: This will improve your deliverability.

3:26 PM · Mar 10, 2024 · **844** Views



# Deliverability Best Practices 2024

## 3. Keep your list tidy (filter example)

Unengaged contacts filters

Added date

More than 180 days

And

Email received

Any type of email at least 1 time In the last 180 days

Choose which emails

And

Email not opened

Any type of email In the last 180 days

Choose which emails

And

Link clicked in an email

Any type of email less than 1 time In the last 180 days

Choose which emails

And



# Deliverability Best Practices 2024

## 4. Segment your audience



### Email Marketing Crash Course: Step-by-Step Guide

Our email marketing course for beginners – ideal for small and medium-sized businesses, online stores and bloggers. It shows you all the steps you need to send your first newsletter. Best of all, **it's free!** Sign up to receive your copy immediately!

Do you run an online store?\*

- ☐ Yes  
☐ No

Approximately, how big is your list?\*

☐ I hereby agree to the following [terms & conditions](#) \*

GET IT NOW!





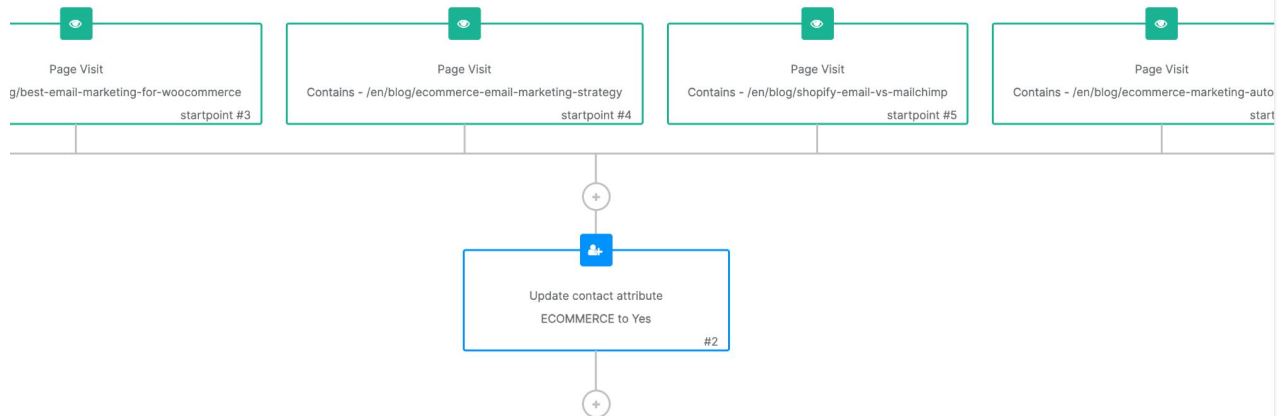
# Deliverability Best Practices 2024

## 4. Segment your audience

[#79] EN Interest in Ecommerce 

Last saved: 14-03-2024 19:01:24

   **Status: Active** 





# Deliverability Best Practices 2024

## 6. Encourage engagement



### Be The Expert For Your Ideal Customer

I didn't have a peer group. I didn't have much experience.

But they were writing useful, practical content tailored to help me do my job.

- Here's how to build a budget
- Here's a framework for evaluating marketing bets

Things like that.

That content (quite literally) made me smarter at my job.

Gong helped reps get smarter about sales.

Drift taught a new way of doing marketing (chat vs. lead forms).

This strategy can work for selling into sales, marketing, HR, finance, product, engineering, etc.

Be the guide on your ideal customer's journey.

That's the best B2B marketing playbook I know.

But, hey what do I know.

- Dave

**P.S.** Reply back and let me know if this story resonates with what you're doing at your company (or if you have any other examples of what has worked for you)



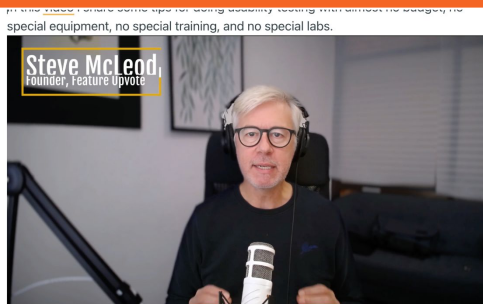
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# Deliverability Best Practices 2024

## 7. Keep sending

*"By far the most important aim of your newsletter is to remind current and past trial customers that you exist."*

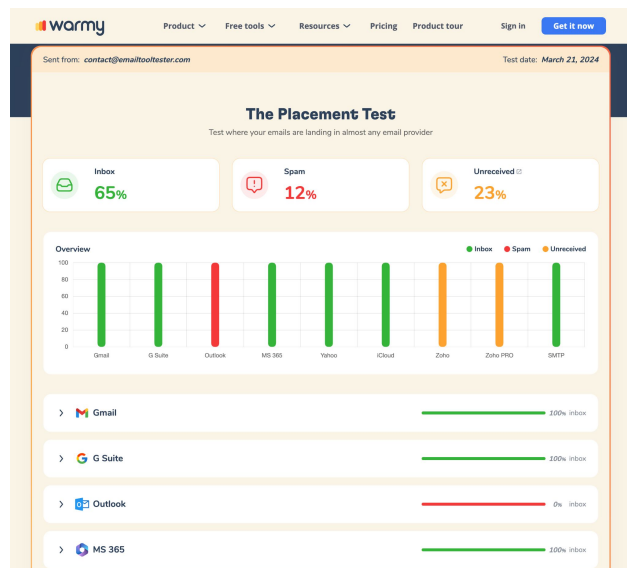
Steve Mcleod  
Feature Upvote





# Deliverability Best Practices 2024

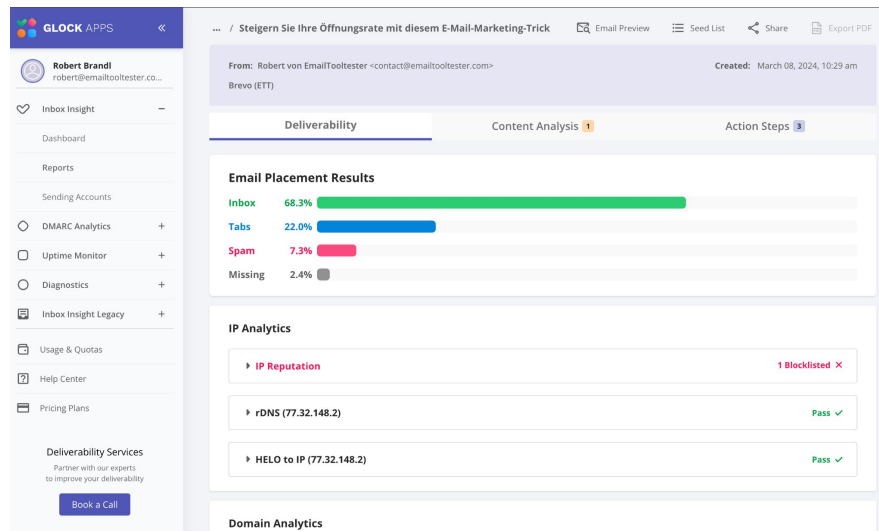
## 8. Identify Deliverability Issues - Warmy (free)





# Deliverability Best Practices 2024

## 8. Identify Deliverability Issues - Glockapps (paid)





# Deliverability Best Practices 2024

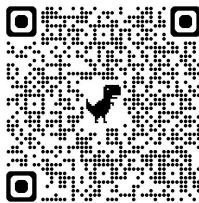
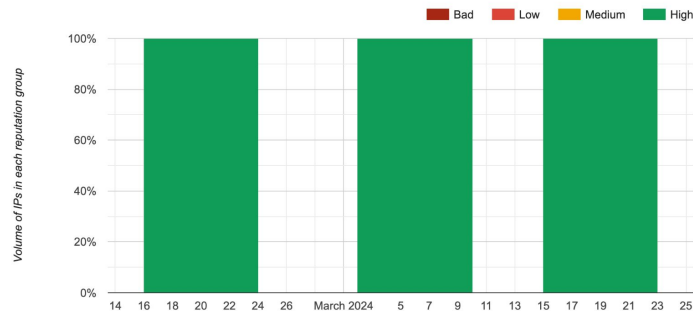
## 9. Set up Google Postmaster Tools

Google Postmaster Tools

Postmaster Tools > emailtooltester.com > IP reputation

Data shown with missing records. Some data may be unavailable.

IP reputation





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## Inbox providers treat reputation differently

Hotmail / Outlook



IP reputation

Gmail



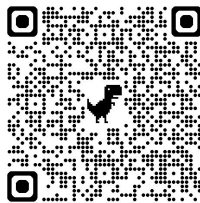
Domain reputation



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# How to fix a bad reputation?

- Check **IP reputation**
- Try to **identify the problematic inbox provider(s)**
- Create **segments of engaged subscribers**
- Send an email that **fosters engagement** (clicks and replies)
- Optional: Contact subscribers
- Optional: Contact inbox providers (see QR code)
- Once you see an improvement: increase your email volume slowly







raisin

*Thank you!*

**Questions?**

EmailTooltester.com

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