

Email Deliverability Expert Panel:

# Why Black Friday means more in 2020



**Alice Chidgey**  
CRM Coordinator



**Kate Nawrouzi**  
VP Deliverability & Product Strategy



**Gavin Sherry**  
Senior Deliverability & Strategic Consultant



**With 80% of businesses reporting negative impacts due to Covid-19 restrictions, how are businesses viewing Black Friday 2020?**





**Normal  
Sending  
Days**

150 billion  
emails sent  
per day

**Black  
Friday  
Sending  
Days**

55% Increase in  
emails sent per  
day (2019)

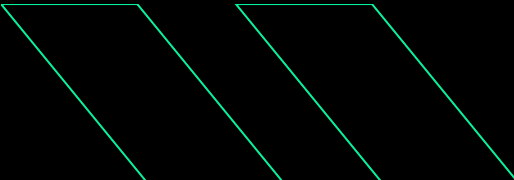
**So, what measures can you take to boost your reputation ahead of Black Friday?**



## Steps to Boost your Reputation

# 1 LIST HYGIENE

The number 1 contributing factor to poor inbox placement is list hygiene



## LIST HYGIENE

Run your own test to determine if list hygiene is impacting your sending.

Take an export of your recent non-openers and do a simple FIND command for the following ...

.vom	@gmial
.con	@gmail
.cim	@gogglemail
@hoymail	@googlmail
@homail	@goglemail
@hotmial	@yaho
@hotmal	@uahoo
@hotmil	@ayhoo
@ive	@ymial
@outlok	@ymal
@outlokk	@ymil
@oolook	@ynail
@gnail	
@gmil	

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### Summary ?

Deliverable: 46471  
Do not send: 244  
Undeliverable: 4810  
Unknown: 3613



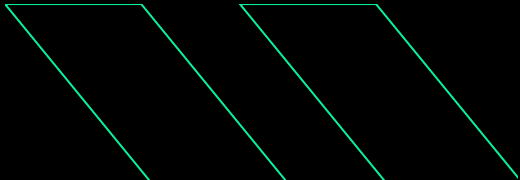
### Risk

High: 5054  
Medium: 3135  
Low: 43336  
Unknown: 3613

**Clients who have validated their lists typically see their unique open rates double**

Steps to Boost your Reputation

# 2 SEGMENTATION



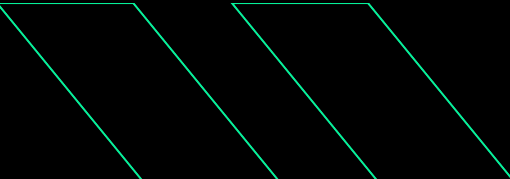


- NEW Creation date is less than or equal to 30 days in the past
- PASSIVE Creation date is between 31 and 90 days and LAST OPEN or LAST CLICK did not happen
- ACTIVE Creation date is greater than 30 days and LAST OPEN or LAST CLICK is LESS than 90 days
- LAPSING Creation date is greater than 30 days and LAST OPEN or LAST CLICK is BETWEEN 91 and 180 days
- LAPSED Creation date is greater than 30 days and LAST OPEN or LAST CLICK is GREATER than 180 days
- INACTIVE Creation date is greater than 90 days and LAST OPEN or LAST CLICK did not happen

**This part of your list needs to be managed with extreme caution**

Steps to Boost your Reputation

# 3 FREQUENCY

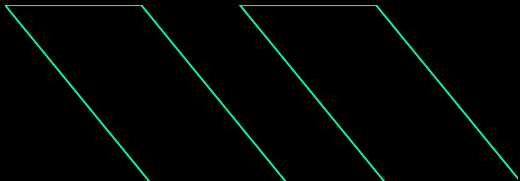


<b>Segment</b>	<b>Frequency</b>
<b>NEW</b>	Eligible for your highest frequency
<b>PASSIVE</b>	3 emails per week
<b>ACTIVE</b>	Eligible for your highest frequency
<b>LAPSING</b>	3 emails per week
<b>LAPSED</b>	1 email per week
<b>INACTIVE</b>	<b>DO NOT TARGET</b>

## Steps to Boost your Reputation

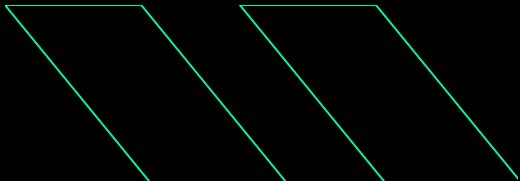
# 4 ISP REPORTS

Google, Microsoft and Yahoo have formed their view on you as a sender. Top recommendation is that you are better knowing how they view you ahead of your Black Friday sending in order that you can act to improve that reputation



Steps to Boost your Reputation

# 5 IP REPUTATION BOOST



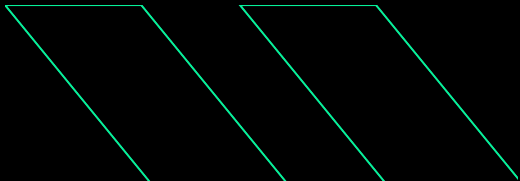
## IP REPUTATION BOOST

If you are being impacted by low open rates, use the following Distributed Sending Plan for a 2-week period ahead of Black Friday to demonstrate that you are not a **SPAMMER**.

Distributed Sending	
6am	100
7am	300
8am	600
9am	1000
10am	2,000
11am	5,000
12pm	10,000
1pm	20,000
2pm	40,000
3pm	80,000
4pm	160,000
5pm	320,000

## Steps to Boost your Reputation

# 6 ADD TO ADDRESS BOOK



## 6 IP REPUTATION BOOST

The conversion rate for this CTA (call to action) is normally around 3 to 4%. However, despite the low conversion rate, this little CTA completely over indexes in terms of boosting your sender reputation.

“Hey, we have some great deals coming your way over the next 2 weeks. To ensure your emails reach your inbox, add us to your safe sender list.”



- 7 Throttle the send of your email over 3 - 4 hours
- 8 Amend your From Name
- 9 A/B Test
- 10 How to handle Resends