DataCaptive

How to boost DELIVERY Rates With Email Verification and Validation

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ABSTRACT

Today, most of the email marketers are dealing with poor reputation, blocked mailbox servers, email bounces, blacklists and spurious email addresses. In fact these reasons are impeding the deliverability rate of sent emails. Thus, it is very important for every email marketer to find an effective solution for these rising issues. As, email marketing campaign is the most sought out marketing channel among the available online marketing channels. However, this whitepaper is designed to help all email marketers dealing with poor delivery rates. Basically, it focuses on the role of email verification and validation process that boosts delivery rates. This whitepaper provides complete information on:

- *A clear insight on email deliverability rate*
- *Metrics that measure the email deliverability rate*
- *Role of email verification and validation in boosting delivery rates*

Finally, email marketers can get a clear vision on the need of email verification and validation, and its role in boosting email deliverability rate.

GET AN INSIGHT ON E-MAIL DELIVERABILITY RATE

In the recent years, email marketing is increasing with the trending online marketing activities. Moreover, the success rate of an email marketing campaign completely depends on the email deliverability rate. Very often the term deliverability rate is assumed to measure the ability of an organization to send emails that go into the prospect's inbox. But, in reality it measures the number of emails that successfully reached the prospect's inbox.

In this global market, email marketers often aim to attain high deliverability rate for an email marketing program. But there are few factors that hinder the deliverability rate, such as:

Blacklists

Basically, blacklists are the set of blocked email addresses, IP addresses or domains. It helps recipients in reducing the flow of email messages from the sites that deliver harmful content. But, in some cases few sites with valid identity may also get blacklisted due to various reasons. For instance, sent emails get marked as spam, or maybe a sender fails to maintain the email counts while delivering emails.

Authentication

– It is very important that email marketers own good SPF and DKIM while executing email marketing programs. Since any variations in the alignment of these two protocols will affect DMARC. And this could be a reason for the failure of sent emails in reaching the recipient's inbox as the sent emails may not get authentication at the ISP server which acts as a spam filter.

Sender's reputation

This factor could be threatening for all email marketers, because any score below threshold value compels ISP server to bounce back the sent emails. So, it is very important for email marketers to keep track on the sources for poor reputation score. Well, the actual cause for poor reputation score include email bounce rate, number of unsubscribes, spam complaints and so on.

Poor content design

Email messages that pass through spam filters at ISP get scanned for spam words and spam like material in overall message. So, it is very important for email marketers to maintain only few spam words with 30% image and 70% text.

Recipient's engagement

Most of the mailbox providers like Gmail, Yahoo and so on categorize received emails depending on the positive and negative interactions of the subscribers. Thus, email marketers needs to focus on maintaining a better engagement level of the email recipients.

And the effect of these factors can be gauged with the help of metrics, which are categorized depending on their description of an email marketing program. Here are few metrics that help in finding out the email deliverability rate.

Delivery Rate

It is the percentage of email sent that didn't receive soft or hard bounce.

Formula ((Number of emails sent – Number of email bounces) / Number of email sent) * 100

Bounce Rate

It is the percentage of sent emails that returned back due to various reasons.

Formula (Number of emails that bounced / Number of emails sent) * 100

Rejected Rate

A group of bounced emails that failed to get delivered mainly due to reputation issues.

Formula (Number of emails bounced – Number of emails bounced due to reputation issues)

Inbox Placement Rate

It is the percentage of sent emails that dropped in to the prospect's inbox.

Formula (Number of sent emails that drop into the prospect's inbox / Number of sent emails) * 100

Click Through Rate

It is the percentage of recipients that clicked on the given links in the sent email.

Formula (Number of recipients clicked on the given links in the delivered emails / Number of delivered emails) * 100

Open Rate

It is the percentage of delivered emails opened by prospects.

Formula (Number of delivered emails opened by prospects / Number of delivered emails) * 100

Metrics that provide clarity:

Hard Bounces

It occurs when the sent emails get rejected permanently due to issues related with recipient's email address. For example: non-existing recipients, incorrect email address or domain host details.

Soft Bounces

It occurs when the sent emails get rejected temporarily due to issues like recipient's mail box is full or email server is offline, even emails with larger size that cross the limit of the recipient's email server get rejected temporarily.

Spam Complaint Rate

It indicates the number of spam complaints raised by the recipients. Usually recipients raise the spam complaints mainly due to absence of unsubscribe links, very often they get the same email message, or irrelevant email messages.

Deleted Before Reading Rate

It indicates the number of recipients who delete the received emails before reading it. Deletion of unread emails indicates that the recipient is unsatisfied with sender's email marketing program.

Metrics that indicate engagement level of the delivered emails:

Click-to-open rate:

It signifies the effectiveness of email content and the involvement of recipients. Basically, click-to-open rate is the ratio of number of recipients who clicked the given links in sent emails to the number of recipients who just opened the sent emails.

This is not spam rate:

Basically it measures the number of times a recipient indicate that the received email is not spamming the mailbox. Eventually, this metric indicates the engagement level of recipients.

Forwarded rate:

It keeps track on recipients forwarding the sent emails to others. It mainly focuses on how often the email content is circulated in a network, thus it effectively indicates the recipients' engagement levels.

Although these metrics sound resourceful, email marketers can use them only in measuring the impact of factors hindering the performance of email marketing program. But the ultimate goal of every email marketer is to boost the deliverability rate that results in a successful email marketing program. However, the following section provides a few important points on the role of email validation and verification in boosting deliverability rate.

ROLE OF EMAIL VERIFICATION AND VALIDATION IN BOOSTING DELIVERY RATES

According to Statista's research, in the U.S most of the business marketers prefer to invest on the email marketing channel to reach the right prospects. But, the increasing poor email deliverability rate is hindering the performance of email marketing programs. However, email marketing industries have found few techniques that boost the deliverability rate of an email marketing program. And in this whitepaper, we have revealed the role of email verification and validation in boosting the deliverability rates.

Basically, email verification and validation is a process that involves address by address analysis of emails from the uploaded email lists to identify the deliverability rate. Usually, users may enter invalid email address during signup process on the websites. Nevertheless, adding such invalid email addresses to the email lists will result in inaccurate email lists filled with undeliverable email addresses. And if an email marketer uses these email lists for email marketing programs then it increases email bounce rates. This, in turn, leaves a negative impact on the mail server reputation which is regularly monitored by ISPs like Hotmail, Yahoo, AOL and others. Poor reputation of email servers gets blacklisted by ISPs, However, verifying and validating every email address given by users will avoid the chances of accepting inaccurate or erroneous email addresses. As email verification and validation include the following steps to arrive at a clean email list that is free from inaccurate and erroneous data.

Email address syntax check

By referring IETF standards all unformatted email addresses are filtered out. So that, resulting email lists will comprise of only formatted email addresses.

Domain/MX records check

All email addresses with invalid domain or MX entry are marked as invalid. This process identifies email addresses with invalid domains or MX records.

Role-based Account detection

Identifies and flags all emails that are sent to specific group of professionals based on roles like sales@, admin@ and so on.

Disposable Email Address (DEA) detection

This process detects all junk emails collected by signup forms. This, in fact, reduces the accumulation of invalid email addresses.

SPAM trap detection

By referring known email lists and domains all spam seeds, BOTs, blacklisted or bogus email addresses are detected in this process.

Checking DNSBLs and URI DNSBLs for blacklisting

In this process, to trap spam networks each email address and IP address is verified with a list of known DNSBLs and URI DNSBLs.

Final verification

In this phase, all email addresses are verified for mailbox existence by performing deep-level extended SMTP verification.

Eventually, by the end of the email verification and validation process, email marketers can achieve a valid email list that is devoid of all junk email addresses with spam networks, invalid domains, MX entries and more.

CONCLUSION

Today, overcrowded online marketing activities have given rise to a wide range of opportunities for email marketers to launch a productive email marketing program. But, due to various reasons like strict policies, inaccurate and junk email addresses, and technical issues related to email servers, the number of emails reaching recipient's inbox are restricted. However, this whitepaper clearly depicts that few methods like email verification and validation can boost the deliverability rate of the sent email at a higher rate. For more information or to get clear insights on the role of email verification and validation in boosting email deliverability rate, email marketers can reach us at www.datacaptive.com

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connect@datacaptive.com

1-800-523-1387

3080, Olcott St, Ste B220,
Santa Clara – 95054, CA.

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