Drop Anchor in the Inbox

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Introduction

Why Deliverability Is Important

What matters most to email marketers is conversions - whether it's clicks or purchases or data being collected, the goal of your email marketing program is to spur a reaction. But before clicks come opens. And before opens comes delivery to the inbox. An email that doesn't make it to the inbox has no value to a marketer; it can never be opened or clicked on. It's a wasted opportunity.

But instead of focusing on whether or not their email will ever arrive, most email marketers are thinking about what to put in the next email, how to word the copy, where to insert the images and the links and the call-toaction buttons. Wouldn't it be a shame to do all that hard work and have no one see it?

Making sure your emails will arrive at their intended target - the inbox - is the foundation of your email program. Without it, you're wasting all of your other efforts. It's not the sexiest part of email marketing, but then again, it's been quite a while since email marketing was accused of sexiness. The point is, once deliverability has been properly addressed and 99% of your messages are dropping anchor in the inbox, then you can focus on improving your content and your strategy.

Read on to find out how Upland PostUp helps clients achieve a 99% delivery rate.

Deliverability Consulting

**Put our full-service deliverability expertise to work for you
with Upland PostUp's dedicated Deliverability Consultants**

Deliverability can be complicated. A lot of factors influence whether your email ends up in the inbox or the spam folder, and keeping track of them could easily be a full-time job. But if you spend all your time making sure that your email gets delivered, when do you do everything else your email program needs?

There's no need to become a deliverability expert; we have those experts, and they're ready to help. Here's what you can expect from Upland PostUp's Deliverability Consultants:

+ **No queues**. Every Upland PostUp customer gets a dedicated Deliverability Consultant. Go ahead, contact them directly.

+ **Dedicated IP addresses.** Sharing an IP with risky senders can harm your deliverability. That's why we'll provide you with a dedicated IP; we want you to have full control over your sender reputation.

+ **Proactive monitoring.** Our consultants can set up feedback loops and alerts so if there's a problem, they can immediately begin investigating.

There's no need to master deliverability on your own; our consultants have years of experience, and they're ready to help you ensure that you always land in the inbox.

Contact your Upland PostUp representative to set up a consultation with our Deliverability Consultants.

+ **Strategic help.** Our consultants will keep you abreast of the latest industry trends and best practices while helping you maintain positive relationships with the ISPs and remain CAN-SPAM and CASL compliant.

+ **In-depth analysis.** Our consultants will perform a deliverability audit and turn your bounces, complaints, and historical delivery into an actionable plan for improving inbox placement.

Dedicated IPs

Get more email to the inbox with a dedicated IP

When you share an IP address in your email platform, you share your sender reputation too. If your neighbors send low-quality email, you may not be getting the inbox placement you deserve.
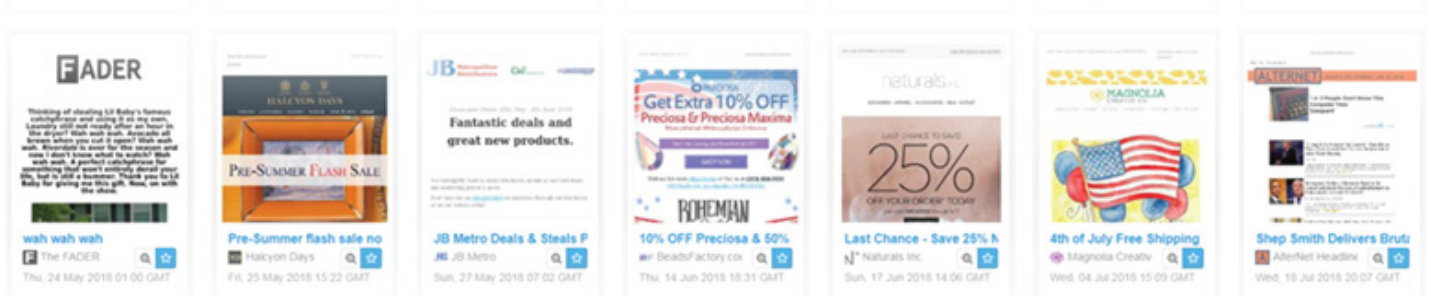
Why Sender Reputation Matters

Mailbox providers like GMail and Yahoo Mail try to keep unwanted email from getting to the inbox, but "unwanted email" is hard to quantify. One indicator of whether email senders deserve inbox placement is if their past email earned engagement, so inboxing algorithms use sender reputation to help sort email.

While every provider determines sender reputation differently, all of them take note of the history associated with your sending IP. What readers do with emails from that IP—click, ignore, mark as spam—affects sender reputation, and therefore, whether your email gets to the inbox.

Sender Reputation and Shared IPs

If you send from a shared IP, your sender reputation is only as good as the reputation of the other senders on your IP. As a sender of high-quality email, your engaging content may be propping up the inbox placement of lower-quality senders.

Worse, these underperforming senders could even be robbing you of the inbox placement you deserve.

Getting to the inbox is critical to your email success. Remember, inbox placement is not the same thing as "deliverability". Your email provider may say you have 99% deliverability, but this only means the mail was accepted. Emails placed in the spam folder by GMail are still counted as "delivered" but will likely never be seen.

Take Control of Your Sender Reputation

With PostUp, you get visibility into inbox placement, not just deliverability, and full control of your sender reputation. PostUp gives senders dedicated IP addresses, along with other deliverability solutions for maximum inbox placement. That way, you share your content with subscribers without having to share its rewards with other senders.
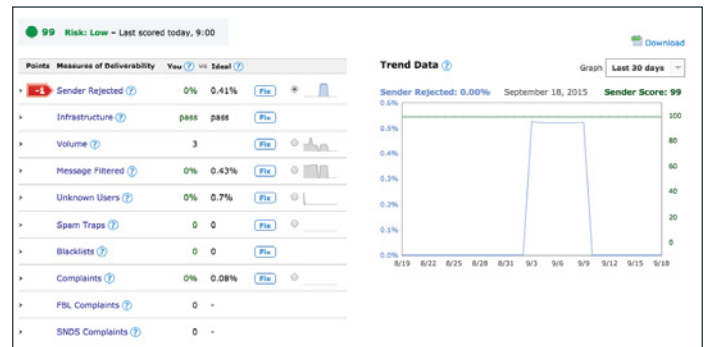
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Reputation Monitor

Avoid delivery failures and fix your sender reputation with Reputation Monitor

Did you know 83% of delivery failures are caused by reputation problems? It's true: sender reputation remains the most important factor mailbox providers use to determine which emails make it into a subscriber's mailbox. Simply put, email marketers with exceptional reputations consistently reach their targets–everyone else struggles. If your IP has a poor reputation, your mail is less likely to reach the inbox, risking the chance that your subscribers may never even see your message.

That's why Upland PostUp has partnered with Return Path to integrate Reputation Monitor right into the Upland PostUp platform.

Reputation Monitor reveals how mailbox providers rate you as a sender using Sender Score–like a credit score for email reputation–along with corrective advice to improve that score. With Reputation Monitor, you can see:

+ What criteria are being used by ISPs to evaluate you

+ Mailings to non-existent email addresses

+ Complaint rate for each IP address

+ Whether your emails are ending up in spam traps

+ If your IPs are on any blacklists and why

To ensure that you have the best possible delivery rate and Sender Score, contact your Upland PostUp representative to get Reputation Monitor now.
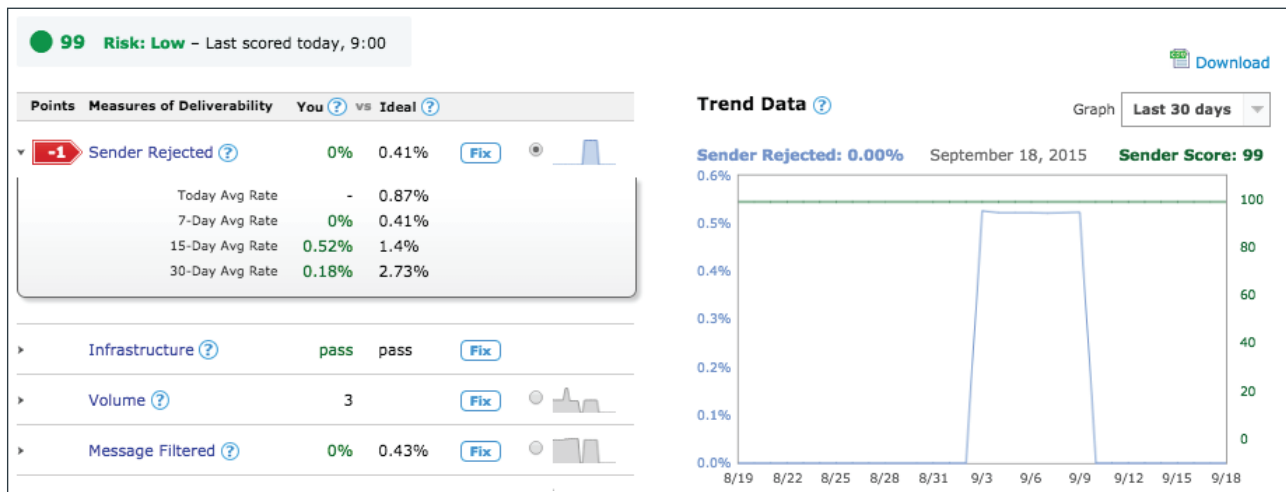
Seed Testing

Know if you'll hit the inbox before you send with Seed Testing, powered by Return Path

Most email marketers spend the bulk of their time creating and assembling their emails. When it comes time to send them, they hit the button and hope there aren't any problems with the ISPs. But wouldn't it be better to know about those problems BEFORE hitting send?

That's why Upland PostUp has partnered with Return Path to integrate Seed Testing into the Upland PostUp platform. Before you do your final send, you can use Seed Testing to send to a small batch of sample email addresses and see if any problems arise. If an ISP is blocking you, you can take steps to correct it before your email goes out to the people you're really trying to reach.

Seed Testing will tell you whether you've landed in the inbox or the spam folder for the following ISPs:

+ AOL
+ AT&T
+ BellSouth
+ Brightmail
+ Cablevision
+ Comcast
+ Compuserve
+ Cox
+ Earthlink
+ Everyone.net
+ Excite
+ Gmail
+ Go Daddy

+ IBM SmartCloud
+ iCloud
+ Mailtrust
+ MessageLabs
+ Netscape
+ Postini
+ Road Runner
+ SBC
+ Tucows
+ USA.net
+ Windows Live Hotmail
+ Yahoo!

	% inbox	spam	missing
ALL ISPs	78.03	7.9	14.07

United States

ISP	% inbox	spam	missing
AOL	0	100	0
ATT	0	0	100
BellSouth	0	0	100
Cablevision	100	0	0
Comcast	100	0	0
Compuserve	0	100	0
Cox	0	0	100
Earthlink	100	0	0
Excite	100	0	0
Average	44	22	33

United States (cont)

ISP	% inbox	spam	missing
Gmail	95	0	5
Netscape	0	100	0
Road Runner	100	0	0
SBC	100	0	0
USA.net	100	0	0
Windows Live Hotmail	0	100	0
Yahoo!	100	0	0
iCloud	100	0	0
Average	74	25	0

Reference Accounts

ISP	% inbox	spam	missing
000.monitor1.returnpath.net	100	0	0
zzz.monitor1.returnpath.net	100	0	0
Average	100	0	0

Don't hit send and hope your message ends up in the right place; do a seed test before you send and know for sure.
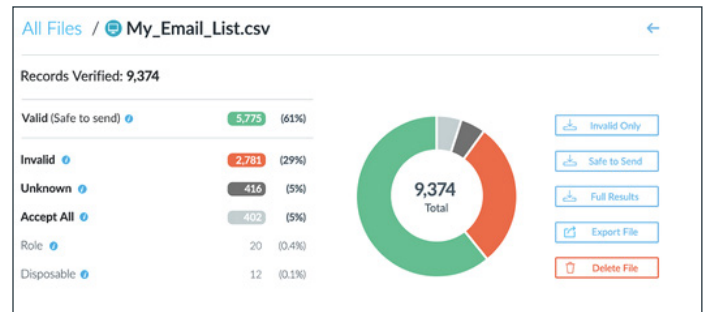
BriteVerify

Reduce your bounce rate by 98% and improve deliverability with BriteVerify

When you send to invalid email addresses, your emails bounce. The more bounces you rack up, the bigger the hit to your sender reputation. Once your sender reputation goes, your emails stop getting through.

Instead of getting bounced, you get blocked. BriteVerify's True Email Verification™ helps you stay out of trouble. By validating email addresses at submission time (and before you send), BriteVerify can reduce your bounce rate by 98%. BriteVerify allows you to:

+ Avoid subscriber errors by verifying email addresses immediately upon submission.

+ Verify your existing subscriber list to weed out bad email addresses so you can stop sending to them.

+ Fight form spamming to ensure that all email addresses entered are legitimate.

BriteVerify can improve your deliverability by helping you avoid the bounces that affect your sender reputation.

Get proactive about your deliverability with BriteVerify.

For more information on Upland PostUp, visit uplandsoftware.com/postup

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100 percent customer success commitment and the UplandOne platform, which puts customers at the center of everything we do.

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