

# The Deliverables of Deliverability



# Meet

## Panelists

- Ben Isaacson, Cheetahmail
- Guy Shelton, Return Pat
- Skip Fidura, dotAgency

## Facilitator

- Kath Pay, eInsight



**So why can't ISP's get  
filtering right?**



**What happens when I press send?**

**I'm blocked  
now  
what?!**



# Reputation is the key

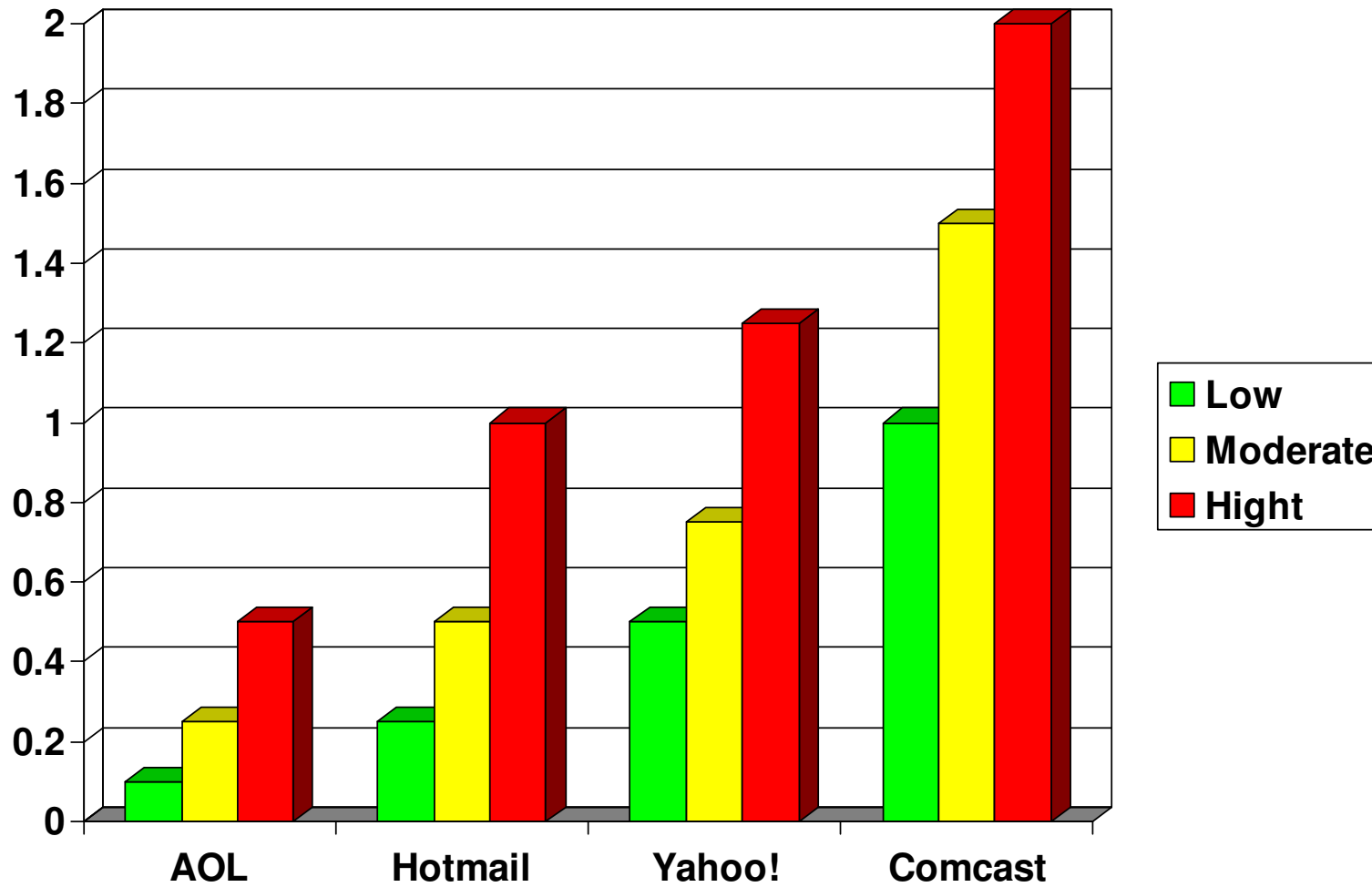
IP Reputation  
Domain Reputation





**What are the key factors to  
your reputation?**

# ISP Complaint Thresholds



# What the Top ISP's are doing with your mail

**YAHOO!**  
ESPAÑA

 **Hotmail**<sup>®</sup>

  
orange<sup>™</sup>

**GMX**

**AOL**   
United Kingdom

**Google**

# 5 Tactical Takeaways to Improve deliverability

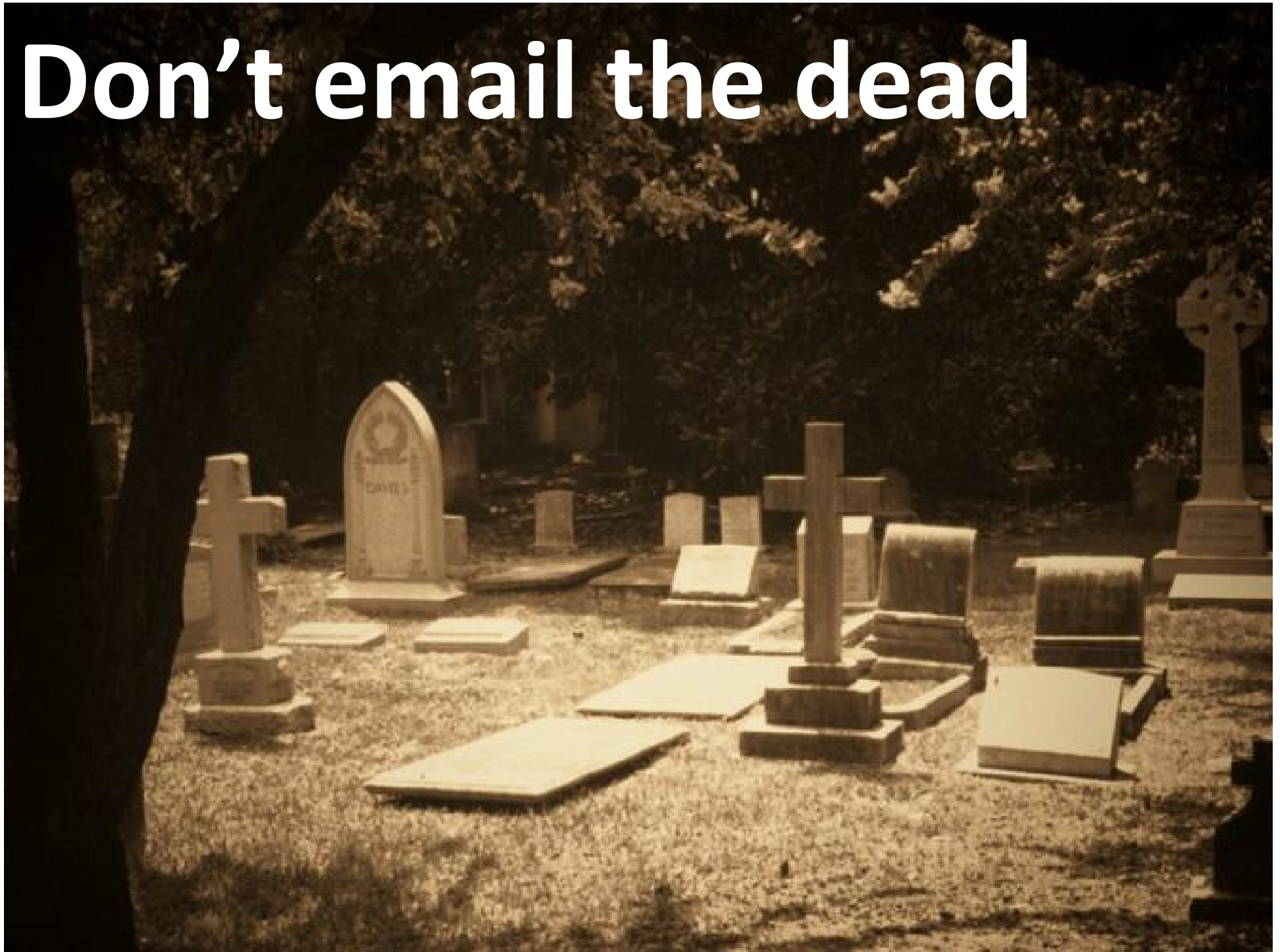




Data.pptx

**Is your email reaching the  
inbox?**

**Don't email the dead**



# Get authenticated



*Her Britannic Majesty's  
Secretary of State  
Requests and requires  
in the Name of Her Majesty  
all those whom it may concern  
to allow the bearer to pass freely  
without let or hindrance,  
and to afford the bearer  
such assistance and protection  
as may be necessary.*

## European Union

Unión Europea  
Den Europæiske Union  
Europäische Union  
Ευρωπαϊκή Ένωση  
Union européenne  
Aontais Eárpaigh  
Unione europea  
European Union  
União Europeia  
Euroopan unioni  
Europeiska unionen

## United Kingdom of Great Britain and Northern Ireland

Reino Unido de Gran Bretaña e Irlanda del Norte  
Det forenede Kongerige Storbritannien og Nordirland  
Vereinigtes Königreich Grossbritannien und Nordirland  
Ηνωμένο Βασίλειο της Μεγάλης Βρεταννίας και Βορείου Ιρλανδίας  
Royaume-Uni de Grande-Bretagne et d'Irlande du Nord  
Ríocht Aontaithe na Breataine Móire agus Thuaisceart Éireann  
Regno Unito di Gran Bretagna e Irlanda del Nord  
Verenigd Koninkrijk van Groot-Brittannië en Noord-Ierland  
Reino Unido da Grã-Bretanha e da Irlanda do Norte  
Ison-Britannian ja Pohjois-Irlannin yhdistynyt kuningaskunta  
Förenade Kungariket Storbritannien och Nordirland

# PASSPORT

Pasaporte - Pas - Reisepaß - Διαβατήριο - Passeport - Pas  
Passaporto - Paspoort - Passaporte - Passi - Pass

# Review your email & deployment strategies





Your  
acquisition  
tactics impact  
deliverability



# Thank you!

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