

Deliverability: it's still a thing

May 16, 2023 1:30 pm EST



Agenda

1:30-1:40 pm

Performance metrics variance due to Apple MPP:

Does emailing Apple Auto Openers impact email deliverability or not?

1:40-1:50 pm

Gmail Email Markup & Yahoo schema:

Is it worth it?

1:50-2:10 pm

Beyond Spamhaus informational listings:

Latest updates and managing domain reputation

2:10-2:30 pm

Bounce processing:

We all do it differently what can we learn from each other?

Moderator & Panelists



Pam Lord

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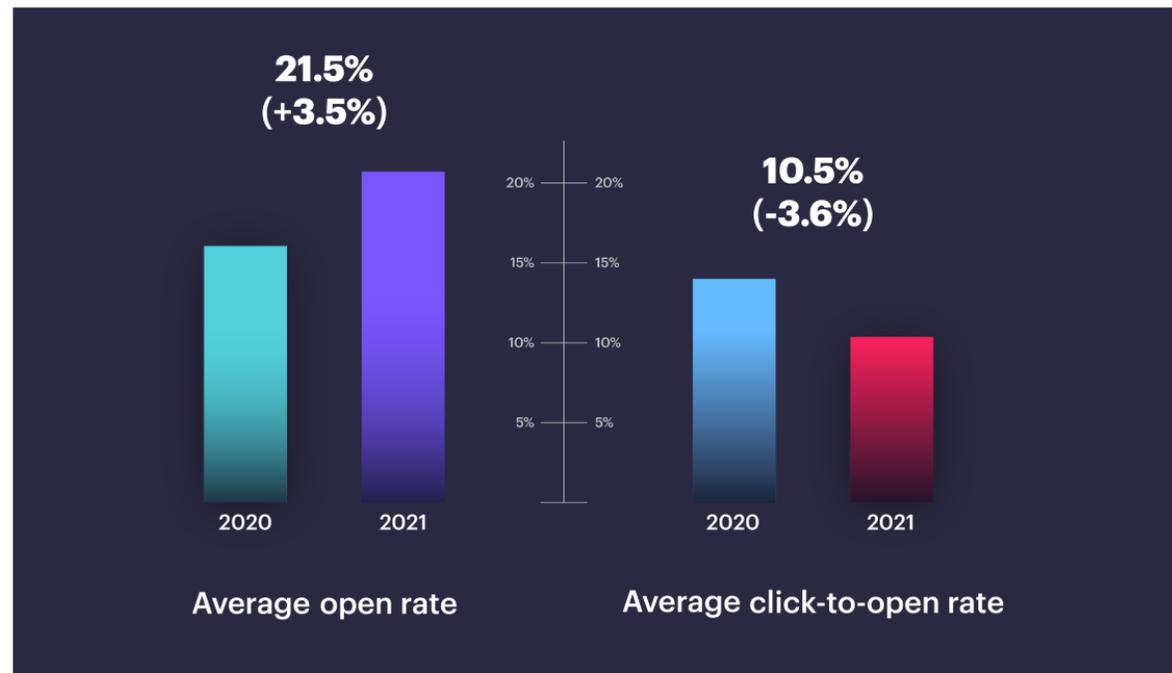
Performance metrics variance due to Apple MPP:

Does emailing Apple Auto Openers impact email deliverability?

Impacts of Apple Mail Privacy Protection (MPP)

MPP effectively disables open rate tracking by pre-fetching (or downloading) an email and its images (including each email's tracking pixels).

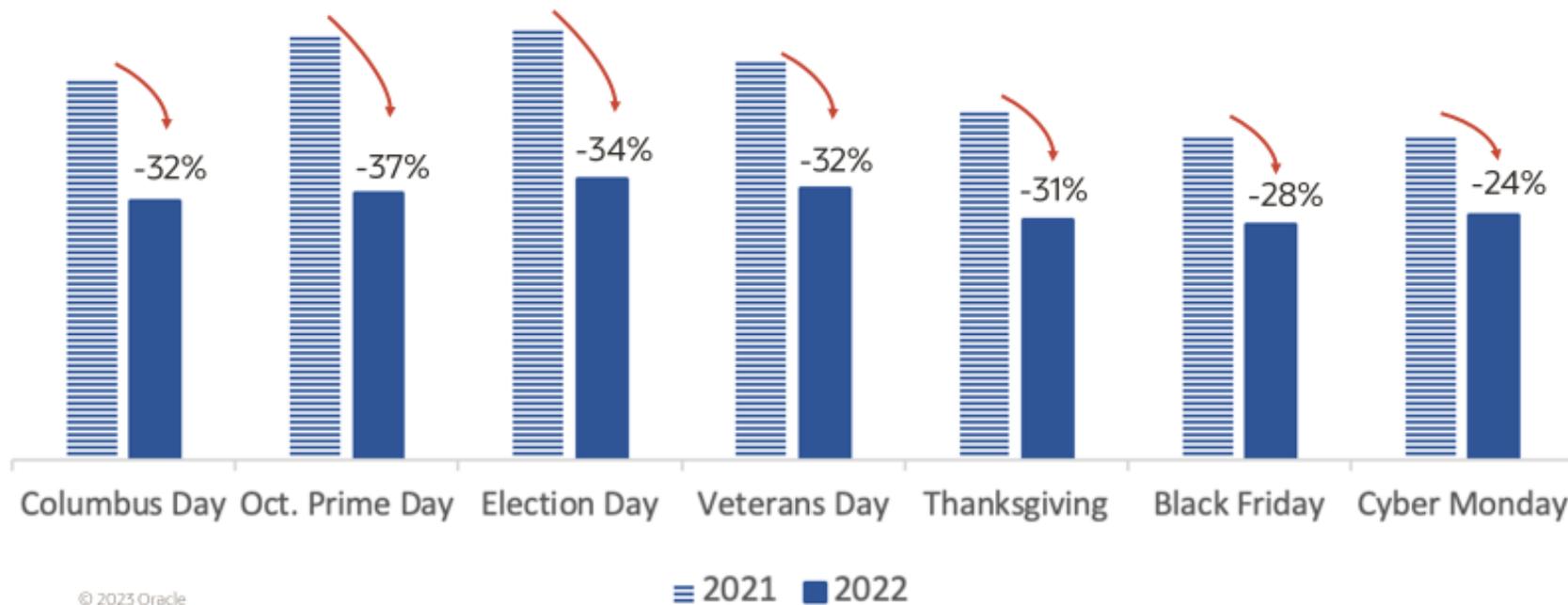
By doing this, MPP is marking an email as opened, artificially inflating open rates for each user that has opted into the new feature.



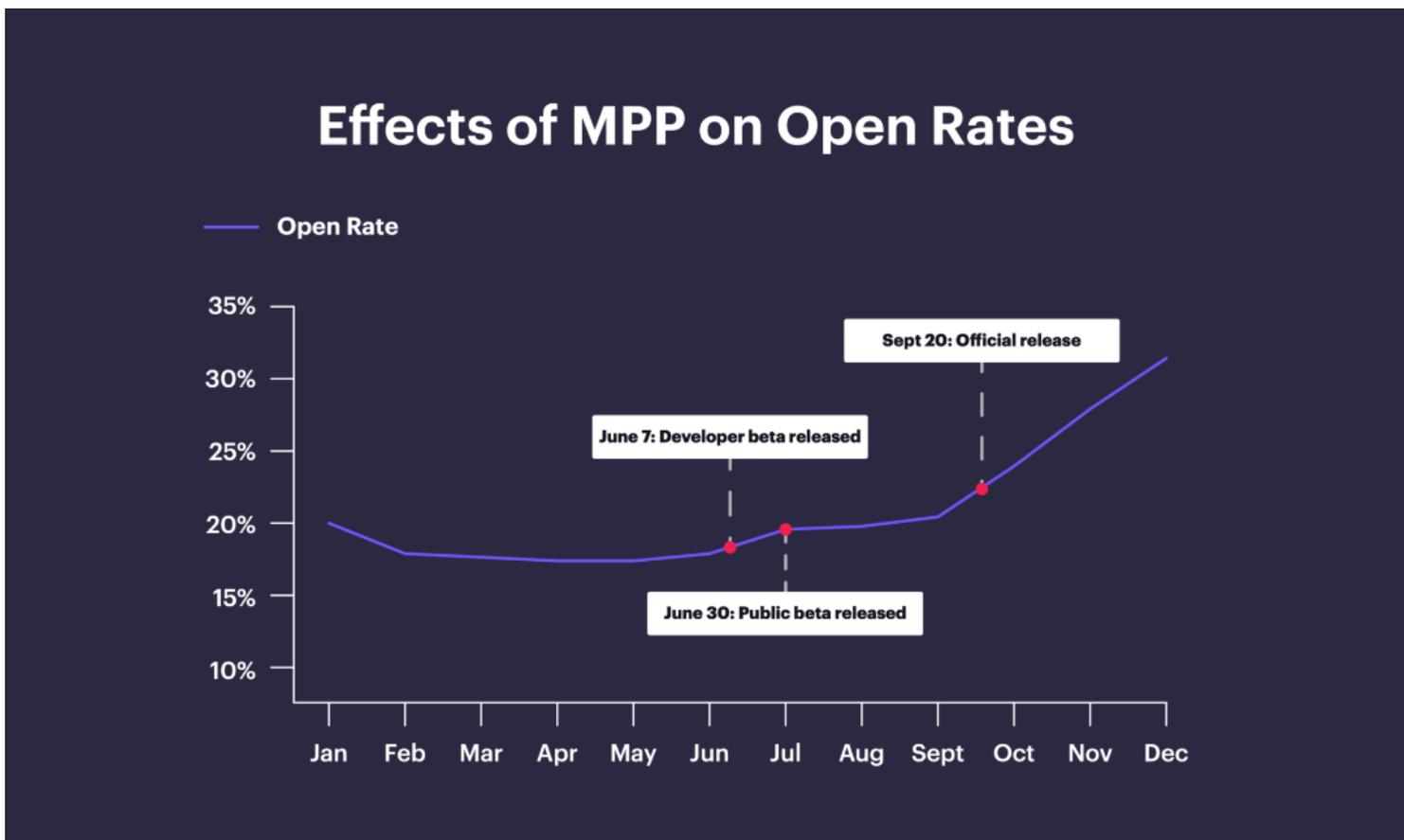
Source: Ultimate Email Marketing Benchmarks for 2022: By Industry and Day. <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

Apple MPP impact to UOR

Since Oracle filters out auto opens, MPP's impact on **YoY open rates** this year was very evident.



Timeline of impact of MPP



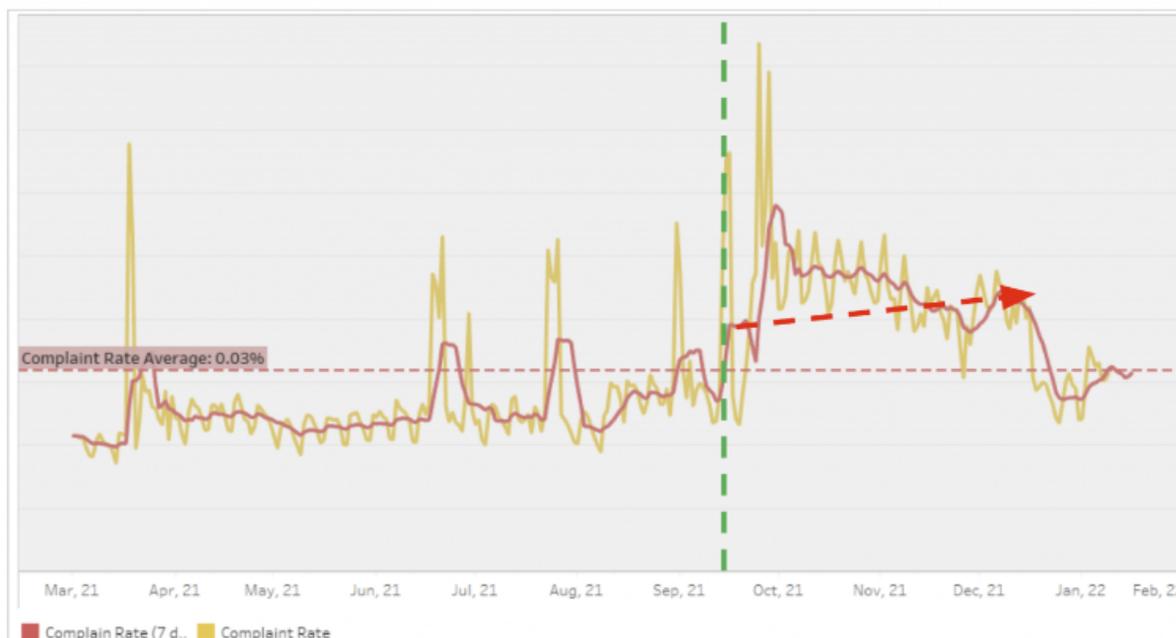
Source: Ultimate Email Marketing Benchmarks for 2022: By Industry and Day.
<https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

Complaint Rate spikes due to MPP

Apple MPP rolled out Sept. 20 2021 (green vertical line)

Complaint rate 7 day average (red line) and complaint rate vs. the complaint rate average: 0.03% (flat dotted line)

How is deliverability when brands email Apple Auto Openers regardless of legitimate engagement?



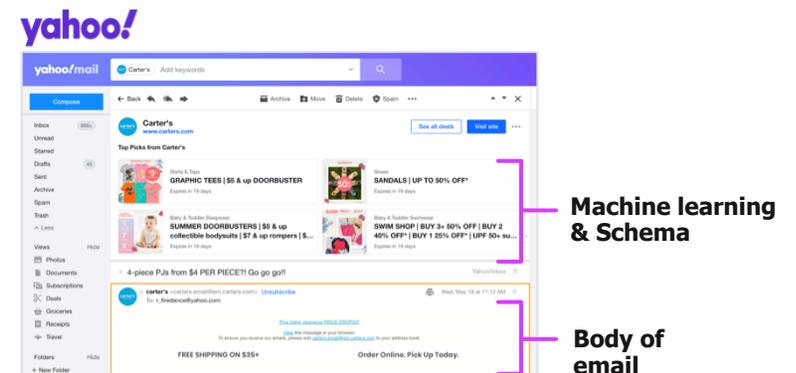
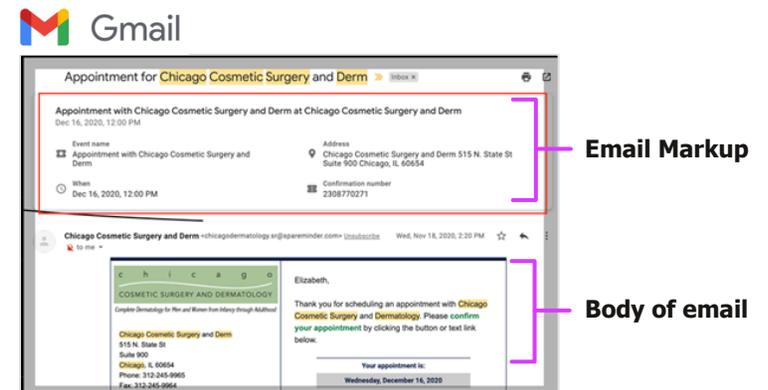
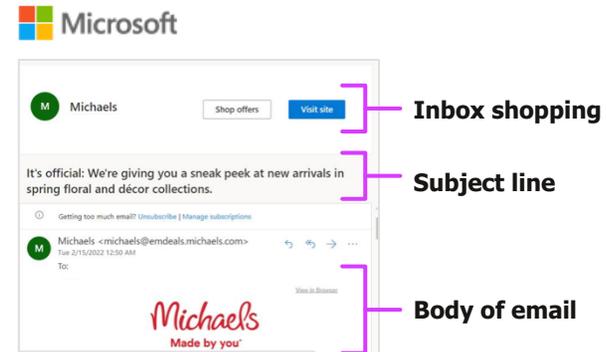
Source: Guy Hanson, Validity, The Drip, May 2022. <https://www.salesforceben.com/the-drip/has-apple-mail-privacy-protection-killed-email-marketing/>

Gmail Email Markup & Yahoo schema

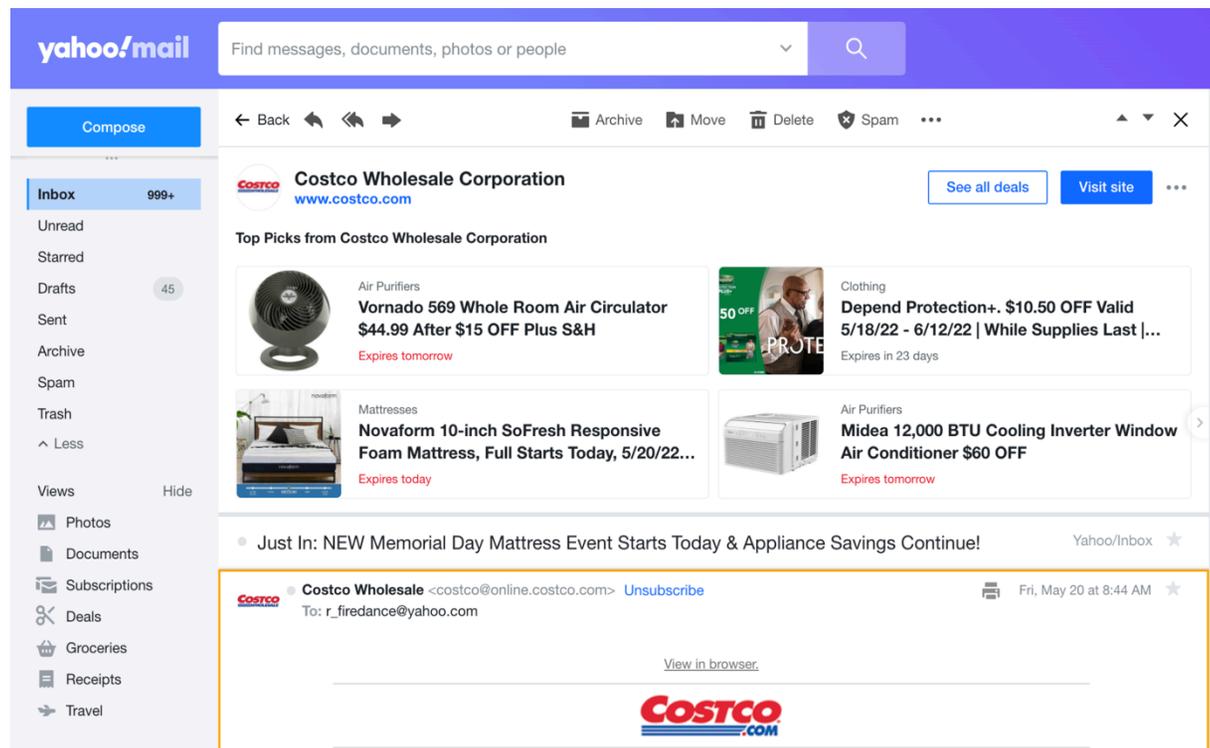
What is schema and is it worth it?

ISP changes & commercial email

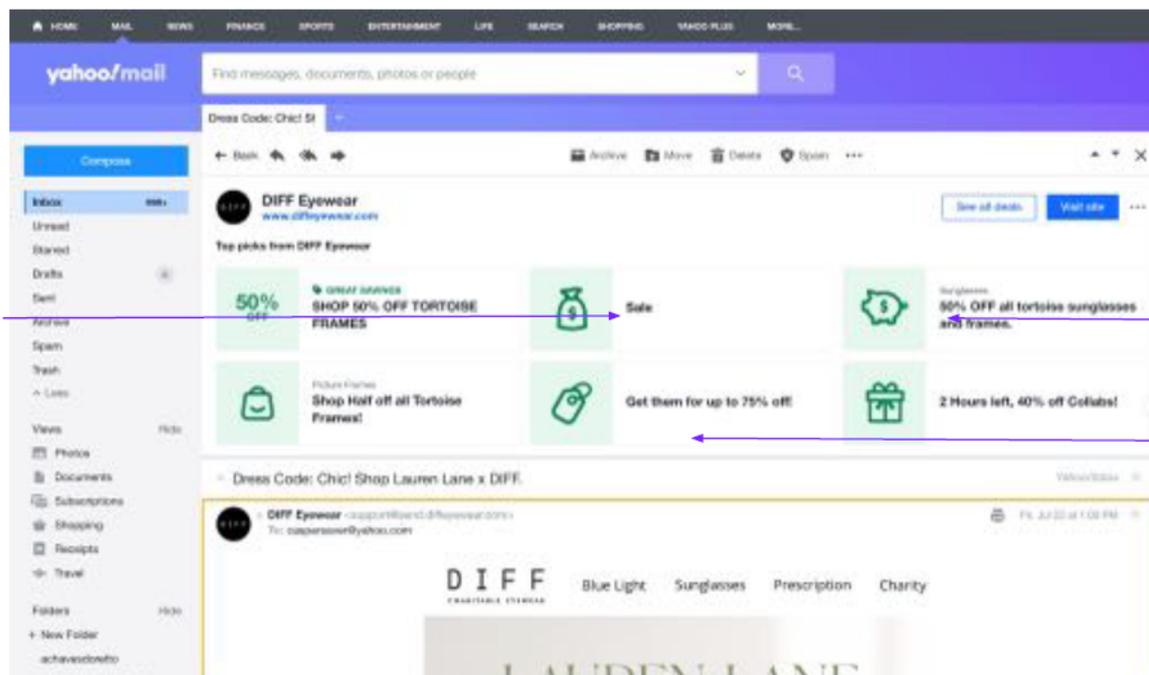
- ISP's carry the burden of the cost of hosting free webmail email accounts (\$\$\$)
- Email users think about their email account as if it is their personal database and do not clean it out
- ISP's are embracing the shopping to share expense with senders/brands
- ISP's are using machine learning to help consumers identify the most important emails or save the consumer time by pulling out promotions, discounts and product images from emails and placing them above the email in a new visual presentation
- This is not just a one off with one ISP "beta testing" this is a trend across several of the large ISP's (Gmail, Yahoo and Microsoft)...what does this mean for senders



Yahoo compiles deals and product images from multiple emails from that brand



Yahoo sometimes uses default images when unable to pull assets from the email



Poor Description

Missing Image

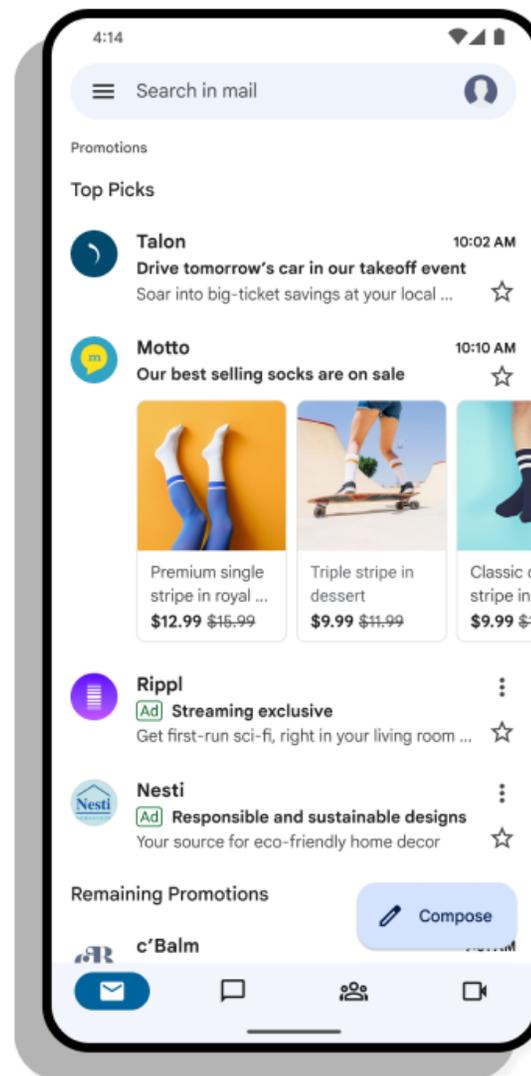
Missing Expiration

Gmail: Email Markup

Gmail currently offers pretty detailed code templates and business use case suggestions called Email MarkUp

Email Markup types:

- Actions
- Orders
- Reservations
- Supported formats



Microsoft: Inbox Shopping

Sample use case: package delivery

Microsoft has pulled the package delivery information from the email and placed it above the email.

Please note: this time the placement of the information is between the subject line and the email itself.

A different approach: users can turn it off and they are transparent about this being a revenue stream for Microsoft

Microsoft

Your Amazon.com order #111-6609825-8796244 has shipped

Subject line

Your package details Show on calendar

Estimated delivery: 2/2/2022 View in calendar

Delivering to: SAN FRANCISCO, CA

Order #: 111-6609825-8796244

1 item Track package

Tell Outlook what you think about this feature. Useful Not useful

Amazon.com Tue 2/1/2022 8:20 PM To: You

amazon

Body of email

Does Microsoft make money from this?

After you click on elements in some of the headers, Microsoft may earn a commission on purchases you make on the merchant's website.

Senders/marketers are looking to scale and prioritize

Which standard will work across Gmail, Yahoo and Microsoft?

Will using schema.org really deliver the results needed for optimized emails in all 3 ISP's?

This sounds good in theory but how does it actually play out and what does it look like?

Email developers and brands need to scale this across all 3 ISP's ideally using the same code.



Senders questions:

What messages are already being scanned and how do they look?

What is the best use case to curate and test?

How do senders know if they're being double billed? Email first and then revenue share Bizrate?

How do senders' better control what is being displayed up above schema?

Are we missing out on email attribution, or can attribution be shared?

Beyond Spamhaus informational listings

...latest updates and managing domain reputation

Who is Spamhaus?

If Spamhaus looks and seems different, that's because ... it is!

The choice of a member of the Senders' community to Head of Policy was deliberate.

We recognize Senders are historically underserved, and we intend to make our data richer & more easily consumable for the Sending community.

Informational listings and Reputation Portal are our earliest efforts in that direction.

The screenshot shows the Spamhaus website homepage. At the top, there is a navigation bar with links for 'Solutions', 'Products', 'Contact', 'About', 'Resources', and 'For Developers'. The main header features a world map with the text: 'Protect and investigate using IP and domain reputation data. Our industry-leading, real time database safeguard against malware, phishing, botnets, spam, and more. We protect over three billion mailboxes globally.' Below this is a section titled 'Our Solutions' with four cards: 'Email Protection' (spam-laundering performance issues), 'Network Protection' (concerns about botnet threat), 'User Protection' (worried about users clicking on phishing emails), and 'Investigate' (need to identify phishing domains). A central section titled 'About Spamhaus Technology' explains the company's authority on IP and domain reputation data. To the right of this text is an illustration of a person holding a flag with the Spamhaus logo. Below this is a 'Threat Intelligence' section. A large blue banner with white text asks 'Have you been blocked?' and provides a link to request removal from blocklists. The 'Featured Resources' section includes four articles: 'Know How Series | Email Deliverability', 'XYZ's best practice on new domains and email deliverability', '2021 Annual Botnet Overview', and 'What does Spamhaus do?'. At the bottom, it states 'Trusted by many of the biggest brands in the world' and lists logos for Microsoft, Comcast, AT&T, and AT&T mail TALOS.

Spamhaus info vs. zone listing

Informational listings should be **treated as signal**. They are important, but in most cases not urgent.

Informational listings do not impact mail flows. Zone listings do.

We predict that even the most careful platforms will always have some informational listings.

Removal requests are not necessary for informational listings.

The trend or velocity of your informational listings are good indicators of potential future trouble.



Access to informational listings

We plan to broaden access to the Reputational Portal to domain owners.

If you can control your DNS, in the future you should have access to your own listings.

The vast majority of both informational and zone listings are automated.

Trust pays: folks with a history of prompt action on zone listings may find removals easier.



Beta of Domain Threat Intelligence

Tara will describe what she's testing with domains and how it's helping them.



Bounce processing

We all do this differently, what can we learn from each other?

Bounces – Why do we care?

To RE or Not to RE-try. That is the question.



**Risks of ignoring
versus revenue loss
of over-removing**



What is so hard?

We have industry
standards – rfc5321

But ... not everything
is standard



What's a sender to do?

Success !!!
That was easy.

Failure ... how do we know if,
when, or how much to retry?

Bounce Categories

To Re or Not to Re-try. That is still the question.



High Level Categories

Invalid Address (Envelope Level)
Other Errors (Queue Level)



What do we mean by:

"temporary", "permanent,"
"soft," or "hard" bounces?



A few ways to look at retries

MTA level
Application Level



Decision to Deactivate

Final disposition for the campaign
Counters and multiple campaign logic

Learning & Working Together

- 1 What about “**crowd sourced bounce handling updates?**”
- 2 Should we be **collaborating** more?
- 3 Everything is always **changing**. How do we deal with change and update as we go?
Let's talk ...
- 4 **Spamhaus perspective:** it's either a queue (reputation) or envelope (address accuracy) level event. What about spam traps?
- 5 Individually or together, Senders need **tools to monitor** and manage bounces, updated with the latest response codes and strings.

Thank you for listening

Questions?

