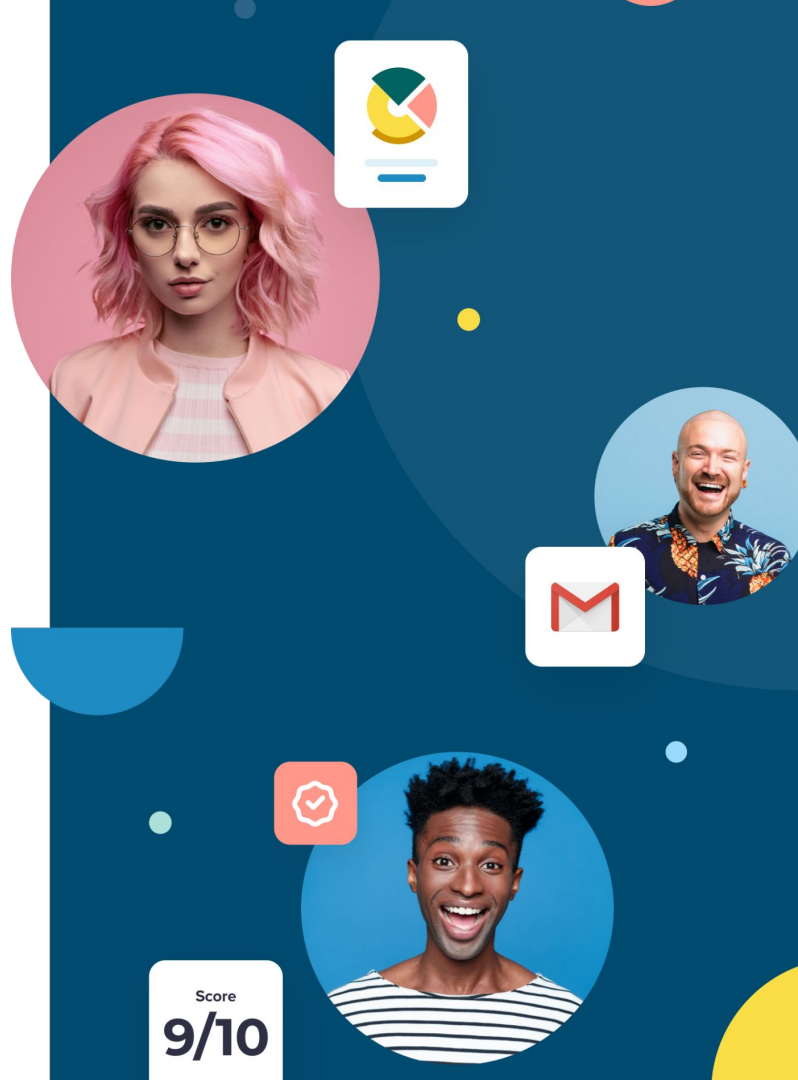




# Unlocking the Inbox

Strategies for Superior  
Email Deliverability

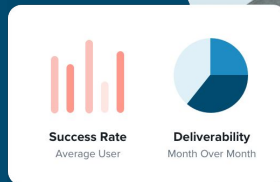


# Brian Minick,

## COO at ZeroBounce

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Brian Minick is the Chief Operating Officer at ZeroBounce and an email deliverability thought leader. Brian oversees the Support & Sales teams, and makes sure you get the most out of ZeroBounce. He has 15+ years of experience in Tech and Marketing.



Connect with me  
on LinkedIn





# The #1 Email Verifier for 350,000+ Clients

ZeroBounce is an email validation, deliverability, and email-finding platform helping 350,000+ customers achieve email success.

A four-time Inc. 5000 honoree, ZeroBounce helps you connect with real prospects and boost your email ROI.



# What is email deliverability?

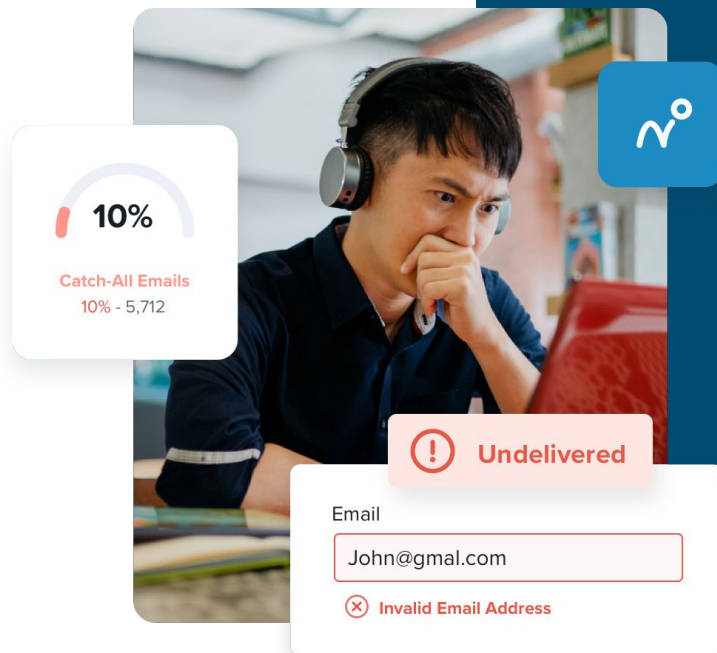
- The likelihood that your emails will reach the inbox folder
- Delivery ≠ deliverability
- “Delivered” could mean anywhere (spam folder)
- Not everyone checks spam - 25% check few times/year

[2024 Inbox Statistics Report](#)



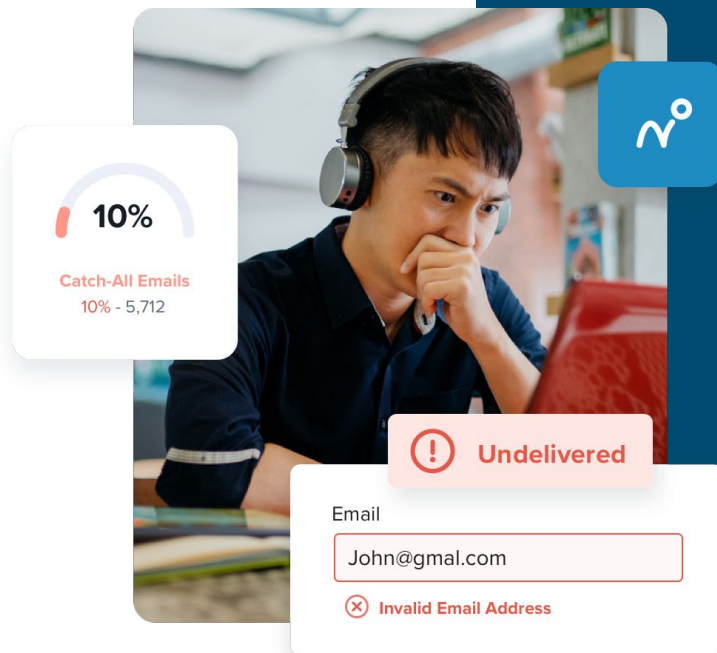
# So, what impacts email deliverability?

- **Influenced by both you and your service provider**
- **Your domain/IP history**
- **Sender reputation** - bounce rates, engagement, blacklists



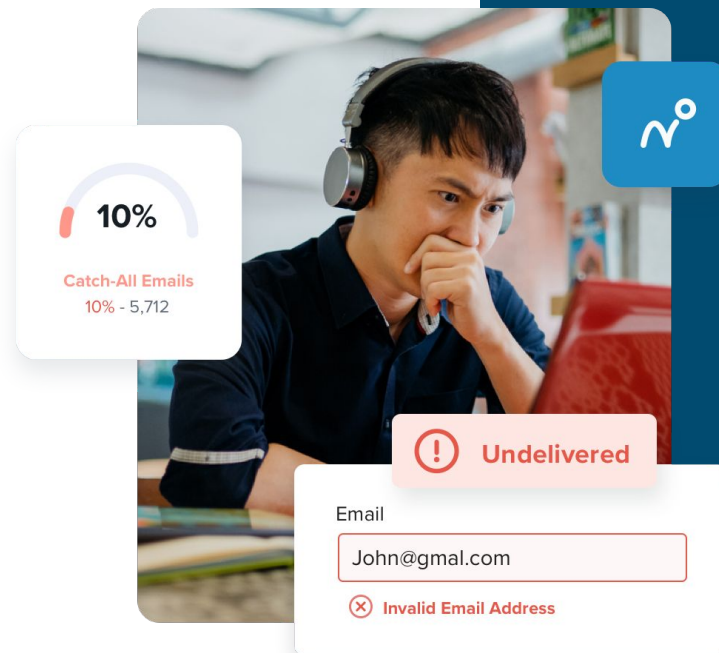
# What impacts email deliverability? (cont'd)

- **Email authentication** - SPF, DKIM, DMARC, BIMI
- **Content quality & spam filters** - Not just body but what's in your headers
- **Email list quality** - Are you emailing valid and active subscribers?



# Who might impact email deliverability?

- **Marketing** - sends from your newsletter and communications
- **Sales** - those outbound emails
- **Operations / Tech** - transactional emails or simple notifications
- **Customers** - how they engage with any of your emails



# 3 Ways to Build a Foundation for Solid Email Deliverability

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Recommended for all business sizes, industry types, audiences - Regardless of your skill level or experience



# 1 Start with a clean email list

- **The essential starting point** - Cannot achieve strong deliverability if your emails bounce
- **Email validation** - Identifies which addresses are valid, invalid, disposable, spam traps, catch-alls, complainers etc.



# 1 Start with a clean email list (cont'd)

- **Protects your sender reputation**  
Minimal bounces, avoid spam traps, blocklists, and toxic domains
- **Better engagement opportunities**  
Assess campaign performance on real customers - not junk data



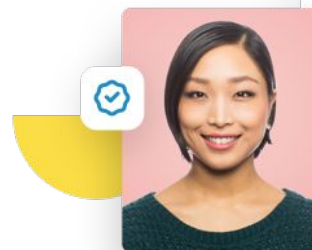
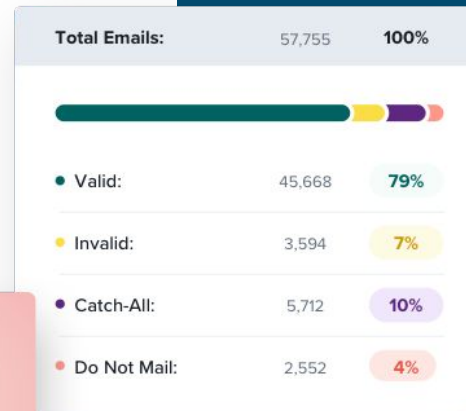
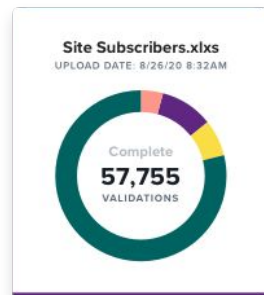
# The statistic you need to know - ~**25%** of your list decays **EVERY YEAR.**

- ZeroBounce checked **7+ billion** in 2023
  - List decay **increased** from 2022: 22.7% → **25.7%**
  - **21%** were **invalid**
  - **57%** of emails were **valid**
  - **Catch-all emails** made up 15% -  
Alternative validation methods required  
to assess these

(Data from the ZeroBounce Email List Decay Report for 2024)

# How do I clean my email list?

- **Email validation tools** - Upload your email list for cleaning - get your results. Easy.
- **Real-time verification** - Native integration or API to check new signups on your website, checkout screen, account registration, etc.
- **Things to look out for** - Accuracy, security, compliance, speed



# Real-time email verification helps your list STAY clean

### Verify Email Addresses on your Web Forms in Real-Time

The email address you provided is invalid due to a **typo**. Did you mean to use **zerobounce@gmail.com**?

Name  
John Doe


Email  
Zerobounce@gnail.com

Password  
\*\*\*\*\*

**Submit**

### API Results

```
{  
  "address": "zerobounce@gnail.com",  
  "status": "invalid",  
  "sub_status": "possible_typo",  
  "free_email": false,  
  "did_you_mean": "zerobounce@gmail.com",  
  "account": "zerobounce",  
  "domain": "gnail.com",  
  "domain_age_days": "7537",  
  "smtp_provider": "",  
  "mx_found": "false",  
  "mx_record": null,  
  "firstname": null,  
  "lastname": null,  
  "gender": null,  
  "country": null,  
  "region": null,  
  "city": null,  
}
```



# Start Here:

## Check emails and start your cleaning free



Products

Enterprise

Pricing

Resources

Company

Log In

Sign Up Free

### Boost your email marketing results - Check emails with our free email verifier

Test out ZeroBounce's free email verifier tool by entering an email below.



Upload your list

OR

Enter an email address



Verify

The  
**WORKPLACE**

Depot

# Before

## ZeroBounce

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 **4.60%**

Bounce Rate

 **0.23%**

Spam Complaint Rate

# After

## ZeroBounce

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 **0.40%**

Bounce Rate

 **0.1%**

Spam Complaint Rate



“

*“The email list cleaning process has improved our sender reputation and boosted deliverability rates. It’s a clear sign that our email campaigns are more effective and they contribute to the growth and success of our marketing efforts.”*

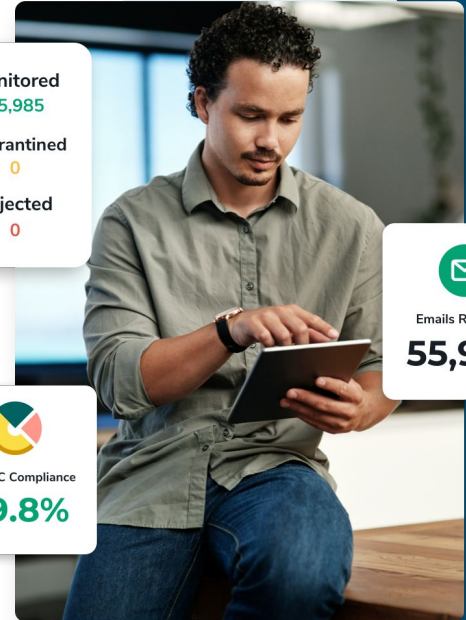
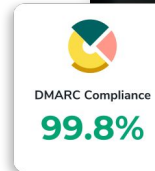
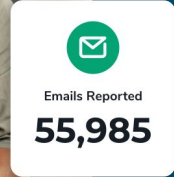
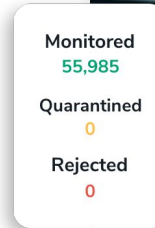
**David Barnes,**  
Head of Marketing, The Workplace Depot





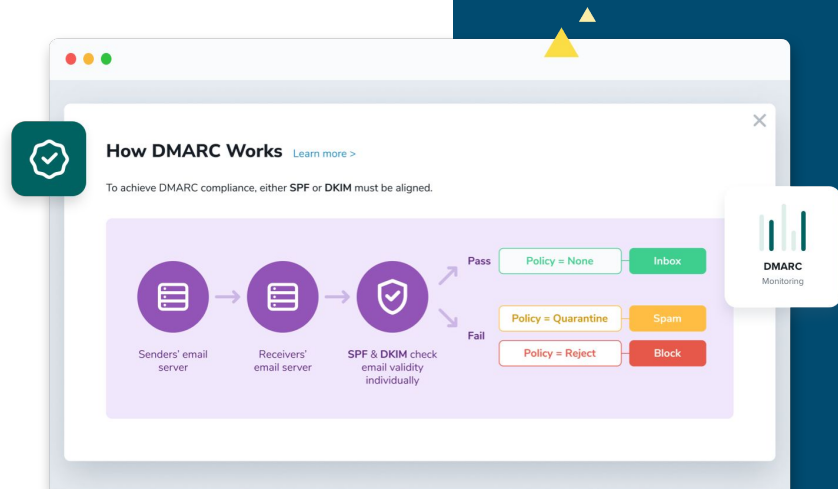
## 2 Authenticate your emails

- **Back in February** - Google & Yahoo started requiring this; Microsoft has joined
- **Adds email security** - Block/quarantine suspicious emails
- **SPF** - Sender Policy Framework; a list of senders allowed to use your domain
- **DKIM** - DomainKeys Identified Mail; adds a digital signature to your emails



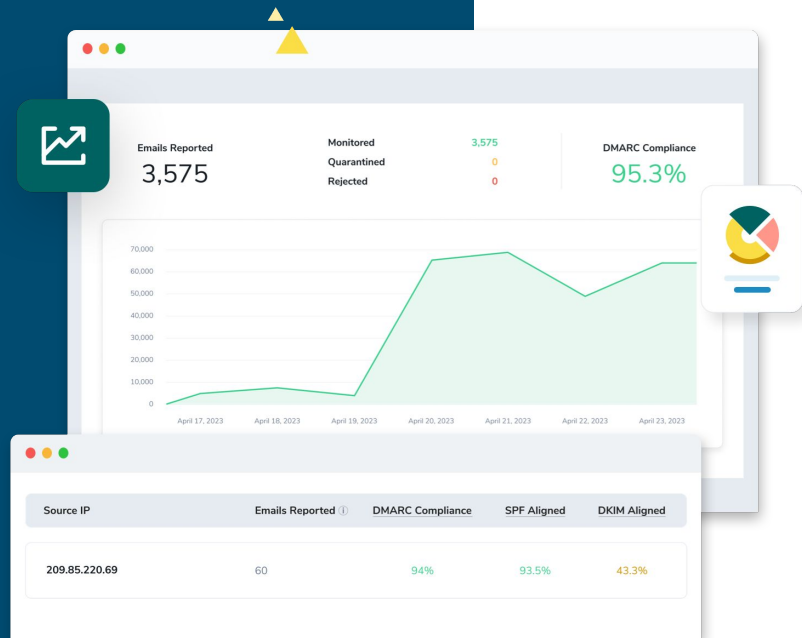
## 2 Monitor the emails sent from your company domain

- **DMARC** - Domain-based Authentication, Reporting, and Conformance
- **Tells providers what to do when SPF or DKIM fails**
- **Three DMARC policies:**
  - **Monitor** - Do nothing; observations
  - **Quarantine** - Send to spam and flag
  - **Reject** - Block emails with failed checks



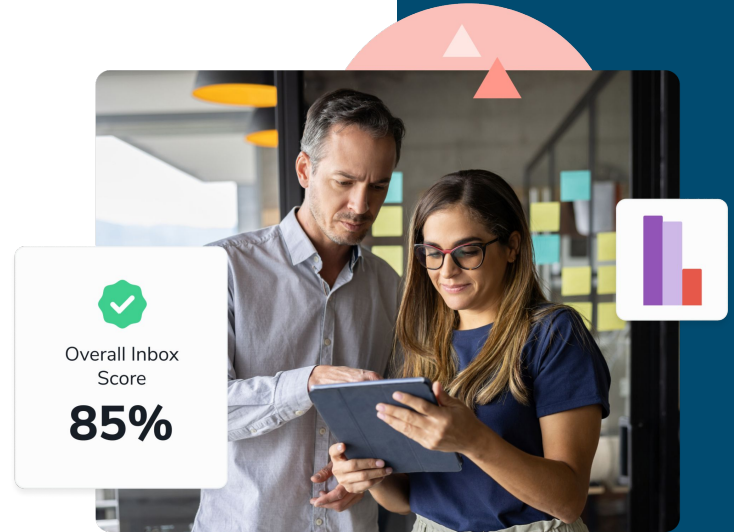
# How to Simplify DMARC Monitoring

- Create a DMARC policy with the automated walkthrough
- Set your policy type ('None' is recommended for beginners)
- Automatically get notified of suspicious email activity



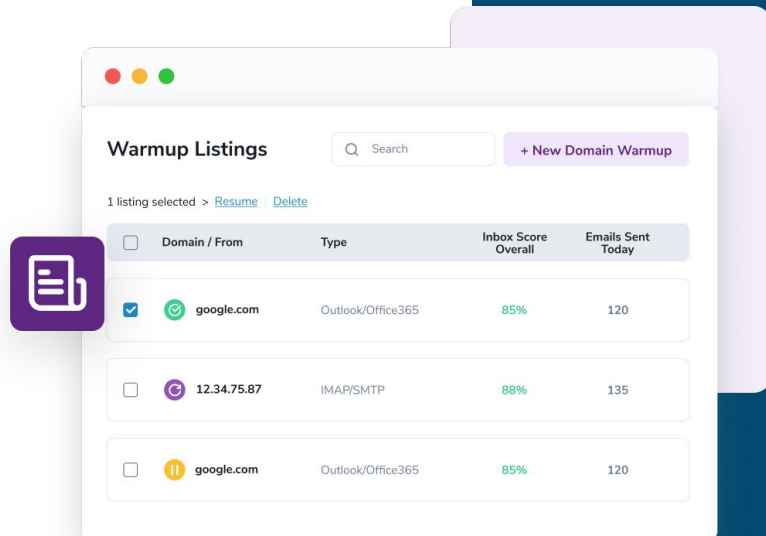
# 3 Warm Up Your Emails

- **A Warm Up tool sends emails to seed emails to engage with and build reputation**
- **Increases sender reputation**  
Automated process to provide positive engagement
- **Positive interaction** - No bounces, opens, clicks, favoriting



# Warmup benefits all email senders

- **Build your reputation** - Great for new domains and IPs with no history
- **Repair your reputation** - Gradually improve your sender score by nurturing healthy engagement
- **Maintain your reputation** - Maximize your email deliverability by continuing to guarantee positive interactions



# How do I warm up my emails?

- **Build reputation on your domain with a Warmup tool**
- **What's your goal?** - Grow, repair, maintain?
- **Automate & observe** - The Warmup tool handles the sending on your behalf
- **Track your inbox placement improvement**



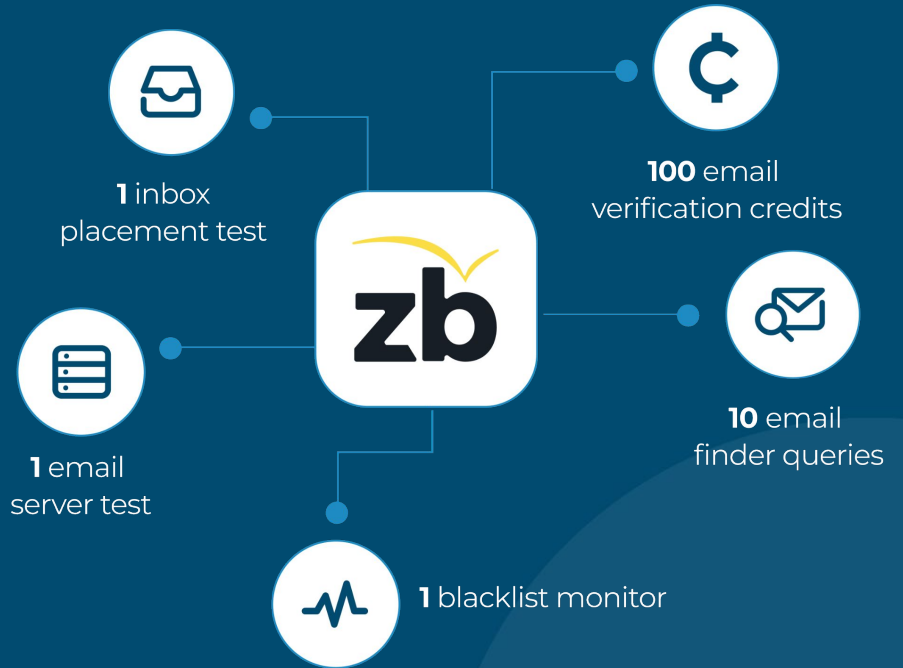
# Other tactics for boosting deliverability

- **Assess your lead acquisition** - Where do you get your emails from?
- **Monitor your reputation**
- **Test before you click 'send'** - See where your emails land, if they get flagged by filters, etc.
- **Segment** - Don't rely on "spray and pray" tactics; **Remember** - stronger engagement leads to better inbox visibility



# Free account includes:

- ✓ **100 Credits (to test validation, Verify+, Scoring, and Activity Data)**
- ✓ **API (for real-time signup validation)**
- ✓ **Free deliverability toolkit**
  - **Inbox Test**
  - **Email Server Test**
  - **Blacklist Monitor**
  - **Email Finder**







# Get 5,000 Free email validations

Create your free account and  
use code **GURU2024** at checkout

For more info, email us at  
[support@zerobounce.net](mailto:support@zerobounce.net)

