



# Future Proof Your Email Marketing Program

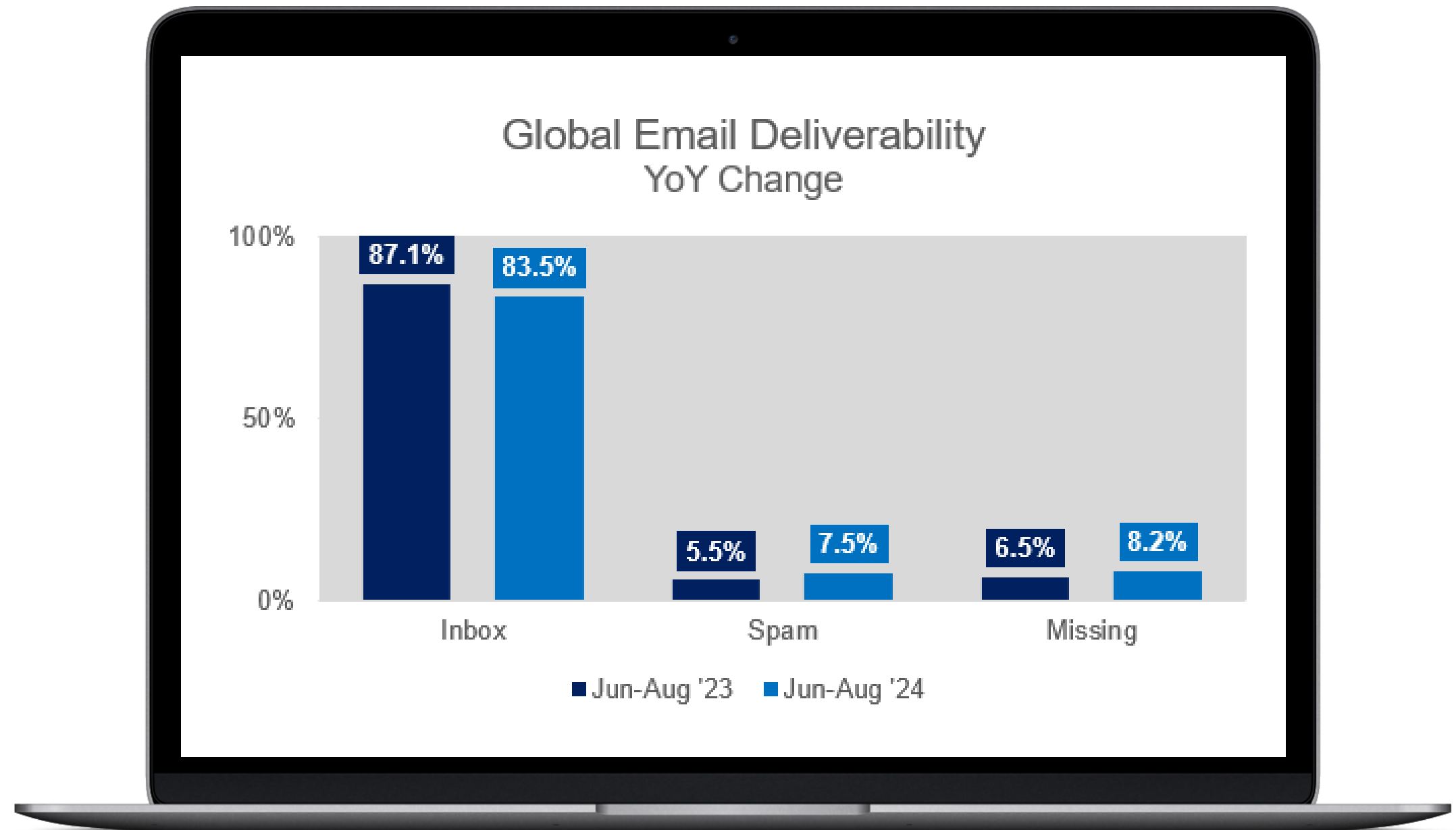
October, 2024

# Guy Hanson

VP of Customer Engagement,  
Validity



# Deliverability is Getting Harder!





# Get Ready for the Future

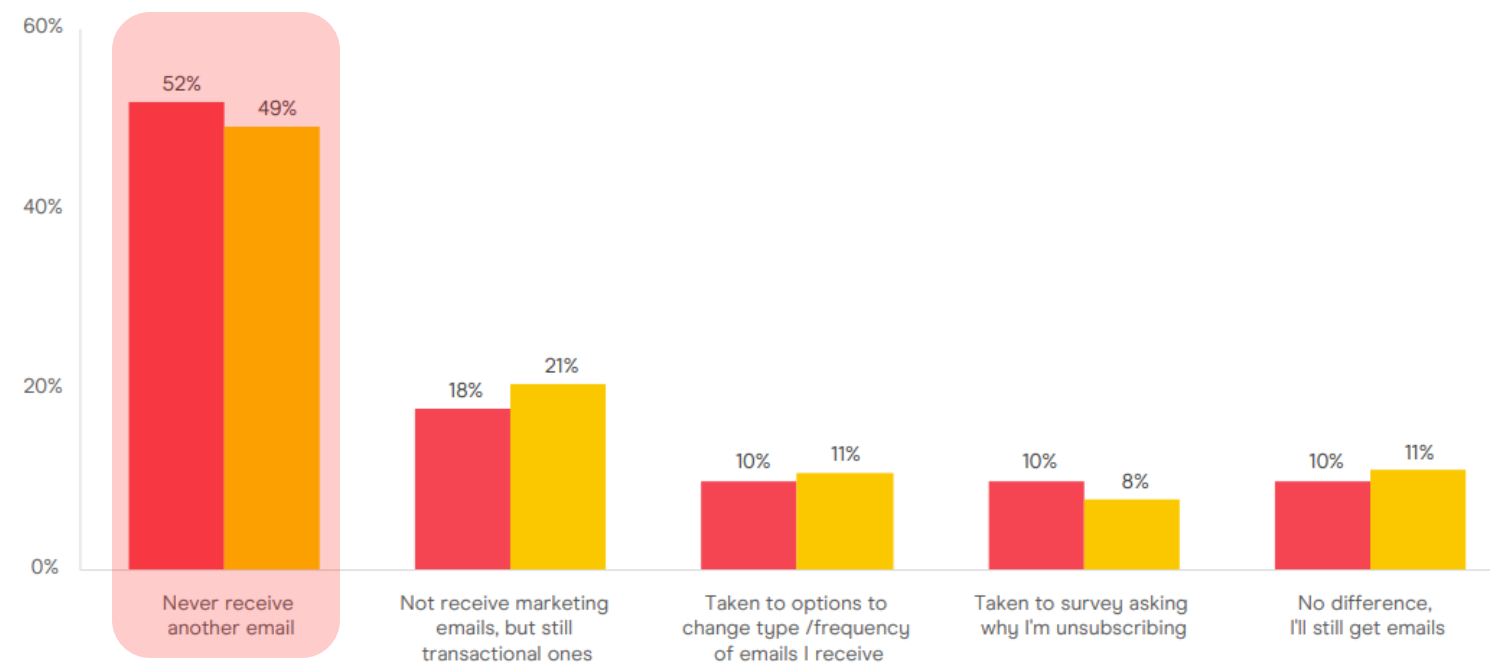
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# #1 Double Down on DMARC



# #2 Real-Time Optouts

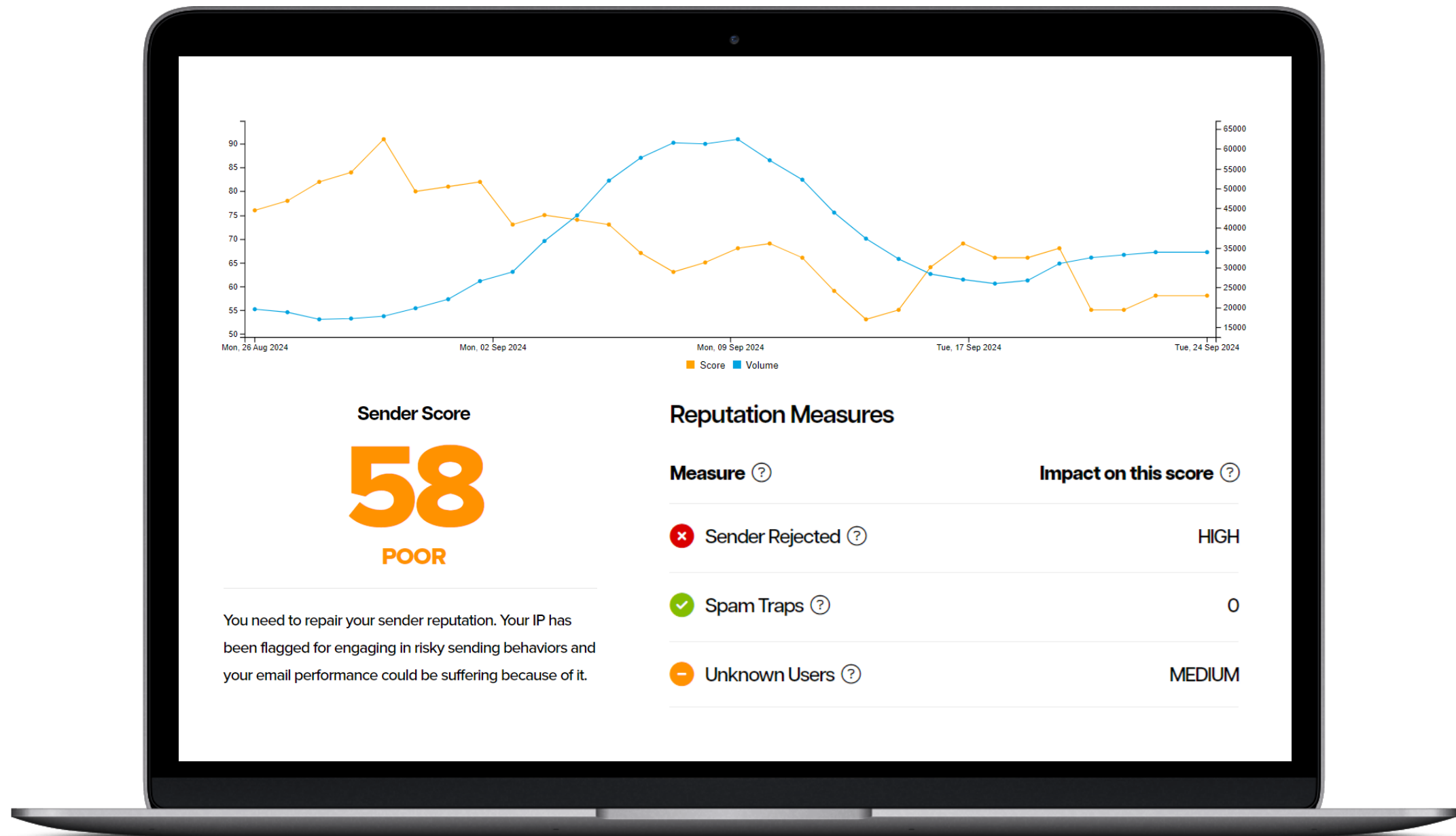
After clicking to unsubscribe from a brand's emails, what do you typically prefer to happen?



Source: DMA Consumer Email Tracker



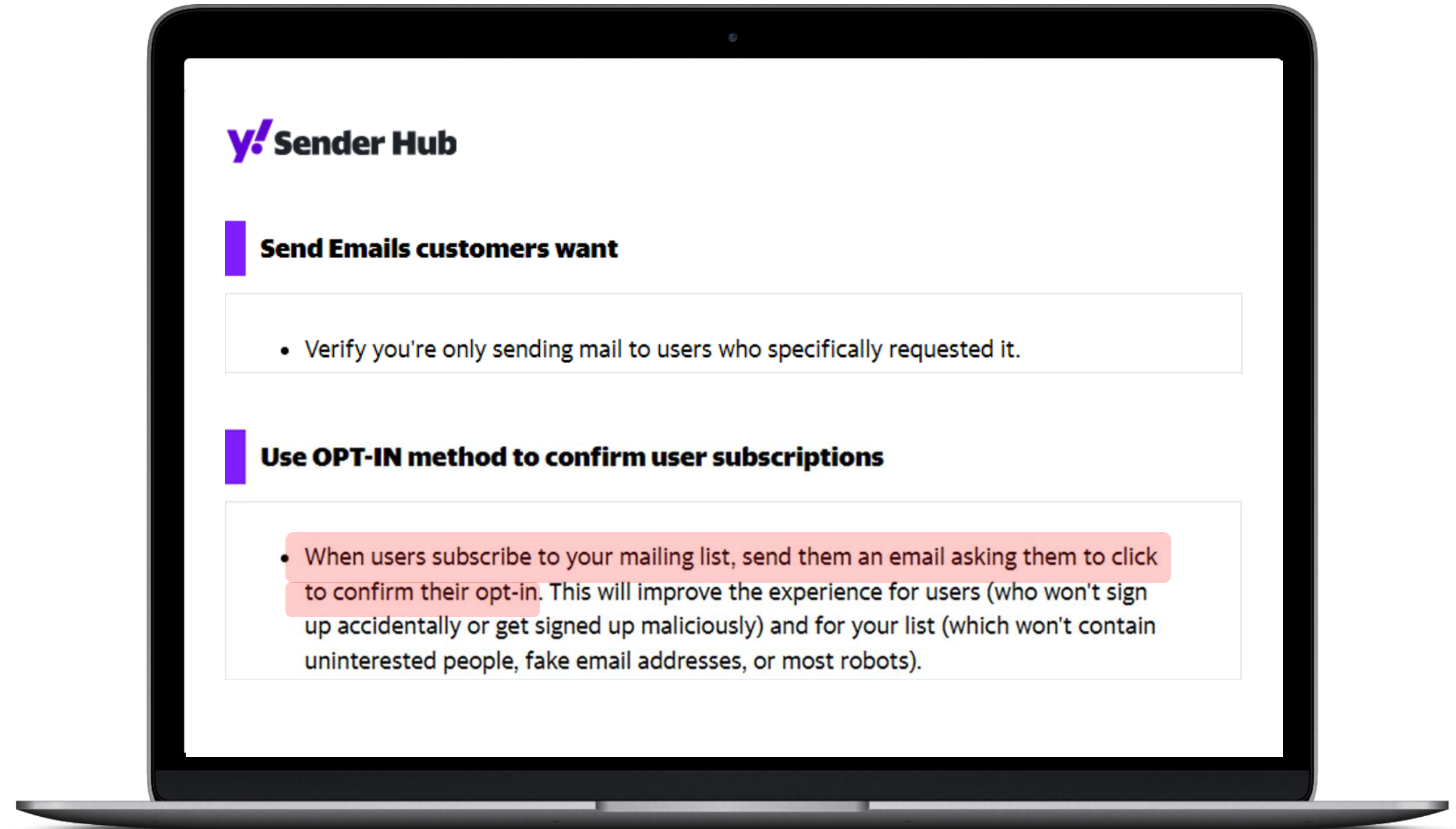
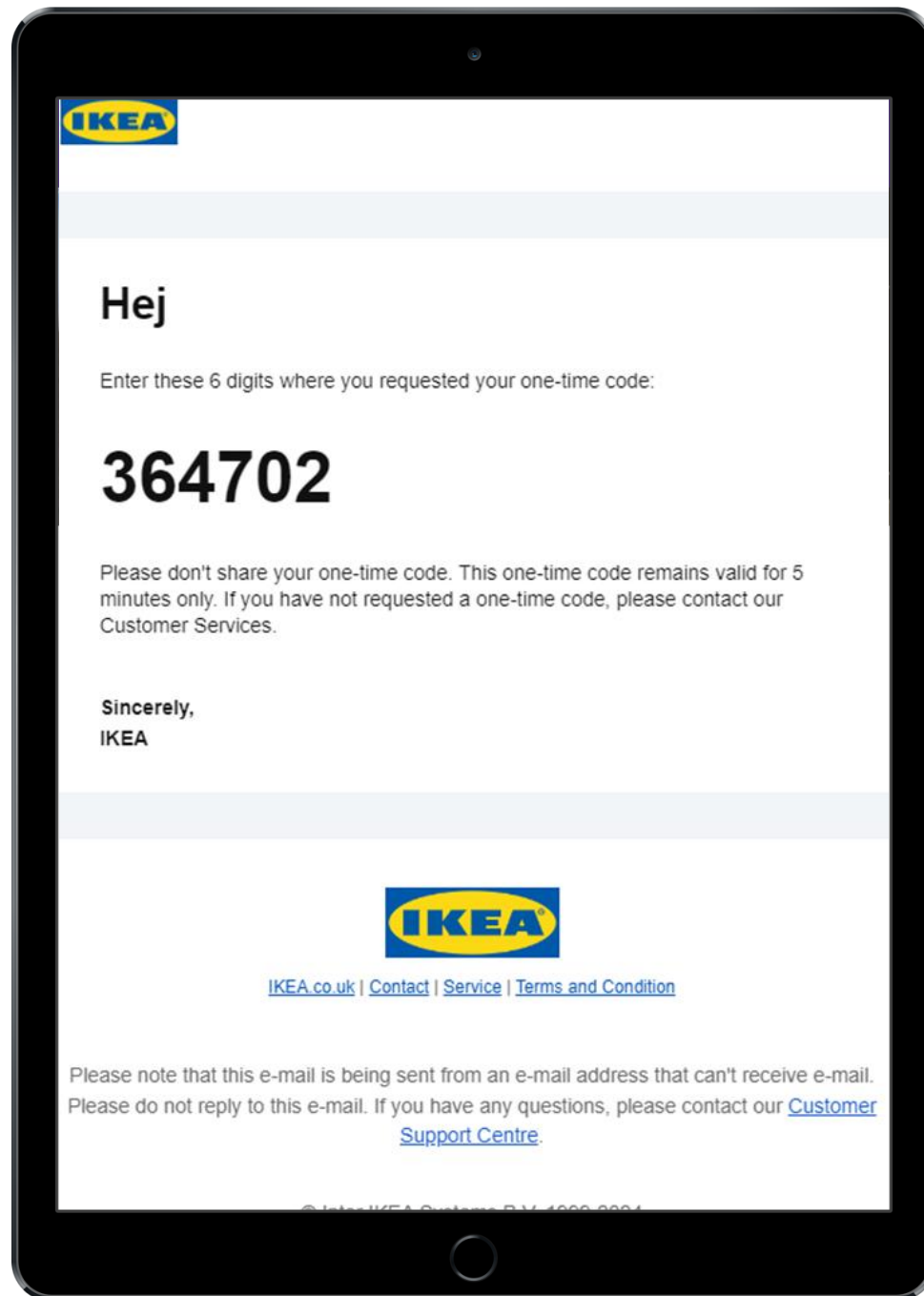
# #3 Much Lower Complaints



<https://support.google.com/a/answer/81126>

[www.senderscore.org](http://www.senderscore.org)

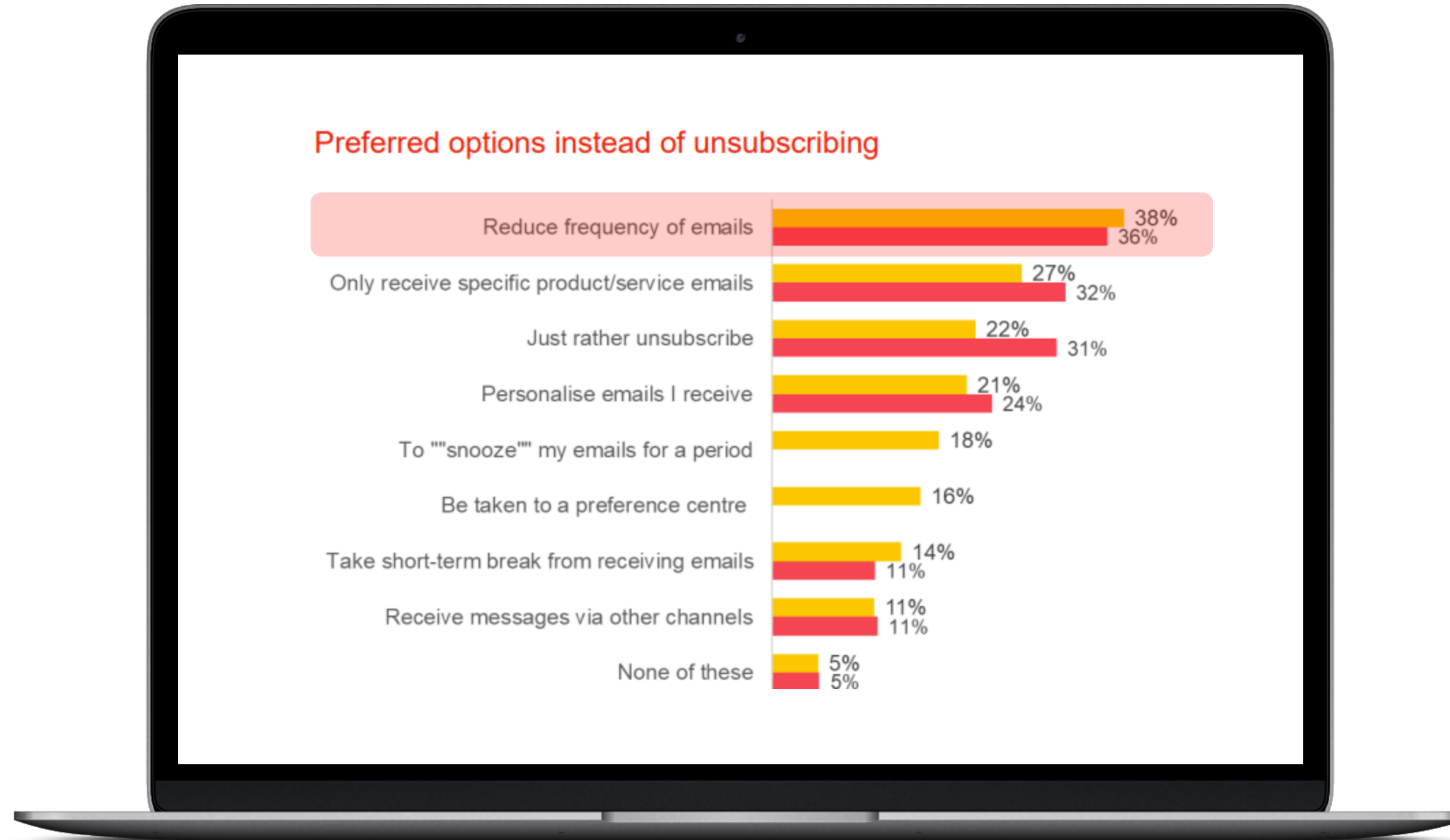
# #4 Double Opt-in



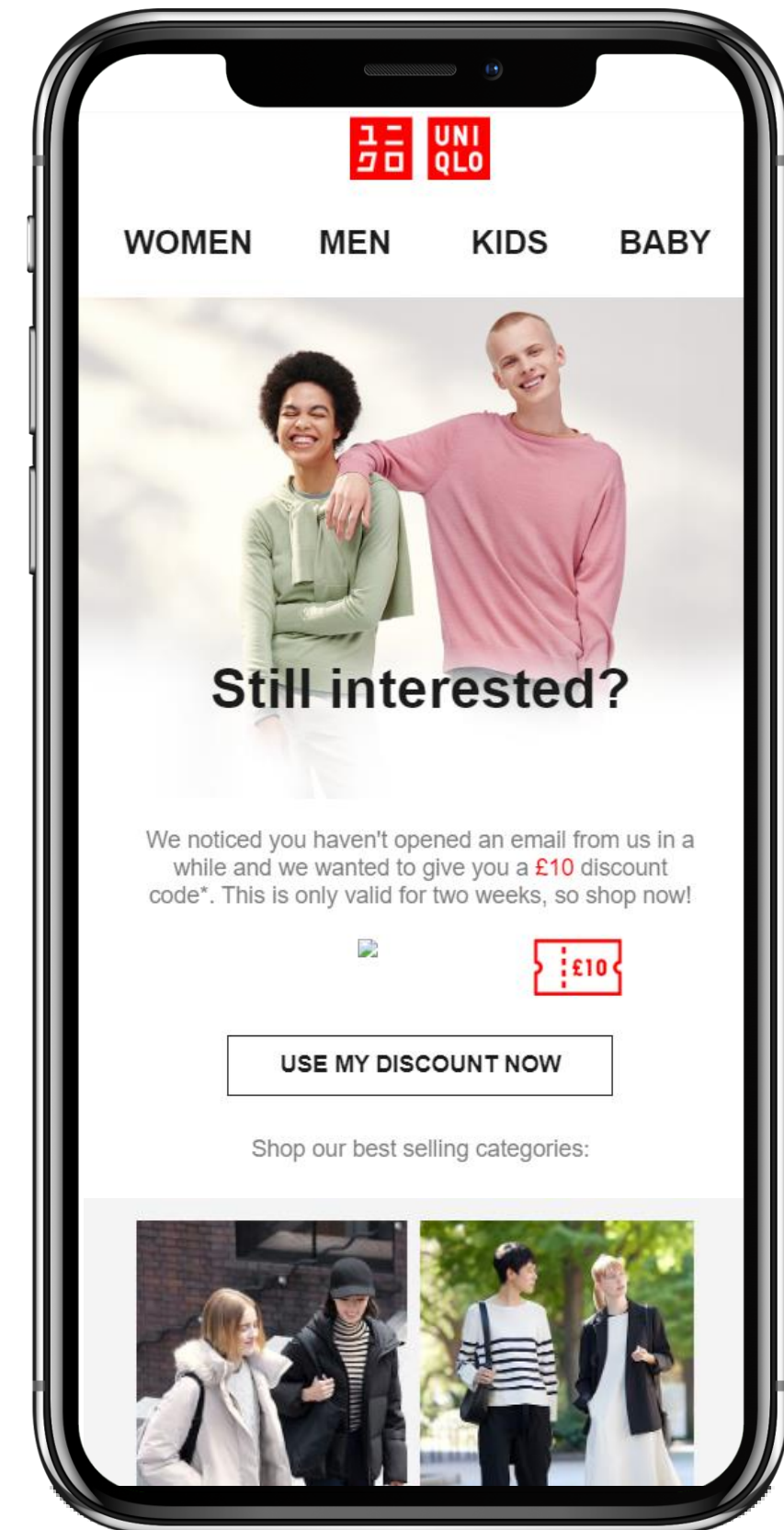
<https://senders.yahooinc.com/best-practices>



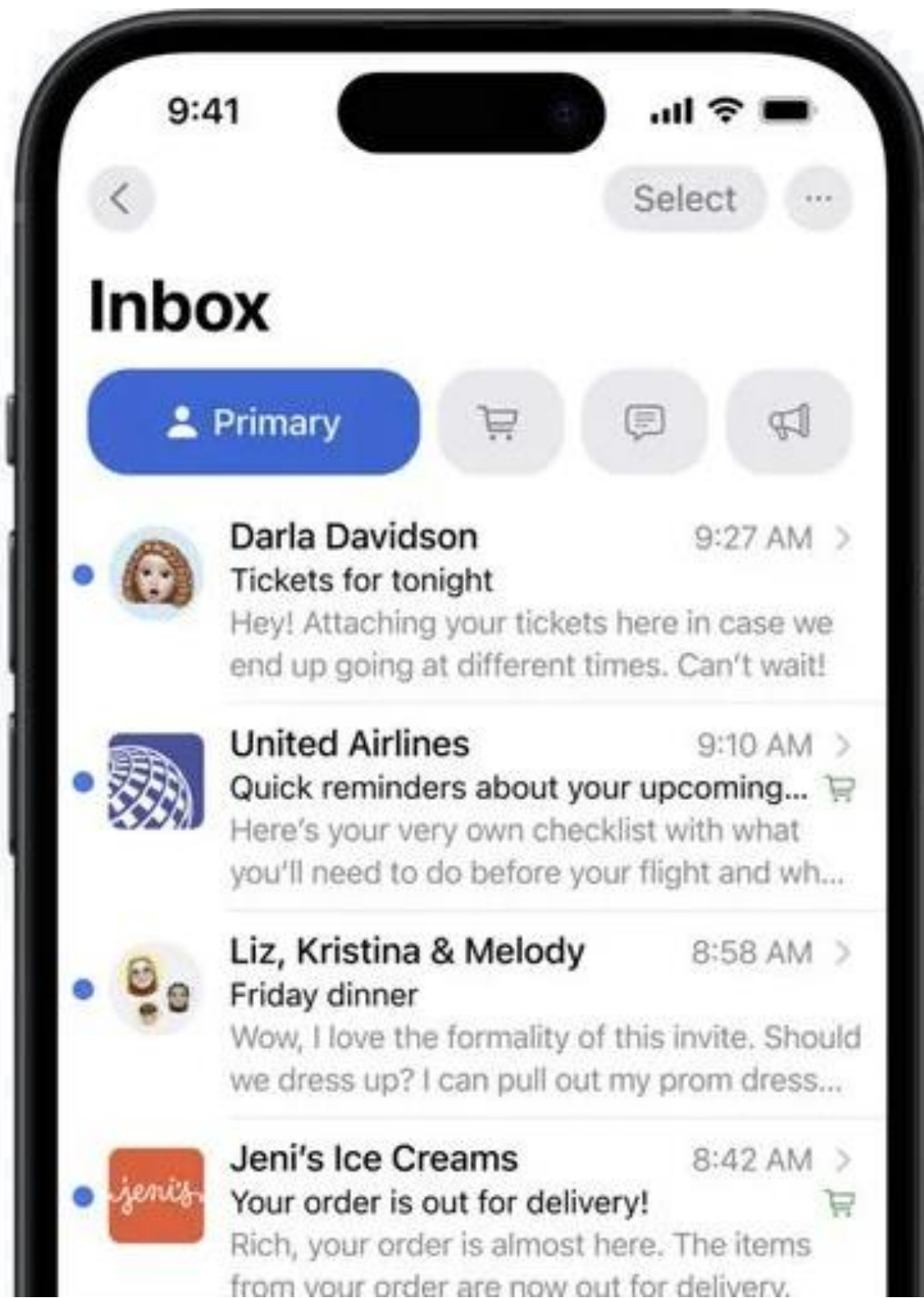
# #5 Proactive Opt-down



Source: DMA Consumer Email Tracker



# #6 Apple Intelligence



Source: [Apple iOS 18 Preview](#)



# #7 Gmail Extractions

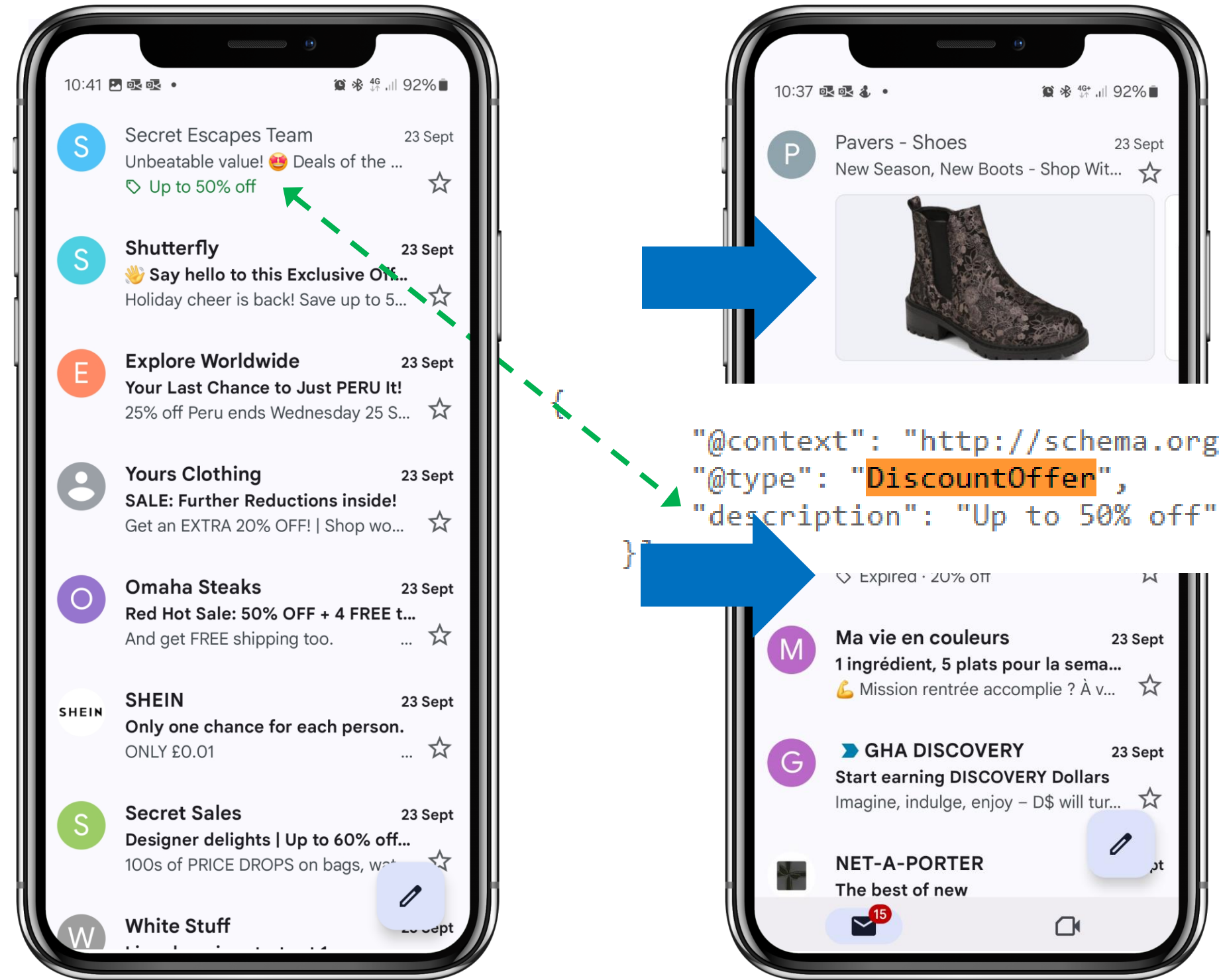
## Deal annotations

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01//EN">
<html>
  <head>
    <script type="application/ld+json">
      [{
        "@context": "http://schema.org/",
        "@type": "DiscountOffer",
        "description": "DESCRIPTION ✎",
        "discountCode": "DISCOUNT_CODE ✎",
        "availabilityStarts": "START_DATE_TIME ✎",
        "availabilityEnds": "END_DATE_TIME ✎"
      }]
    </script>
  </head>
</html>
```

## Product carousels

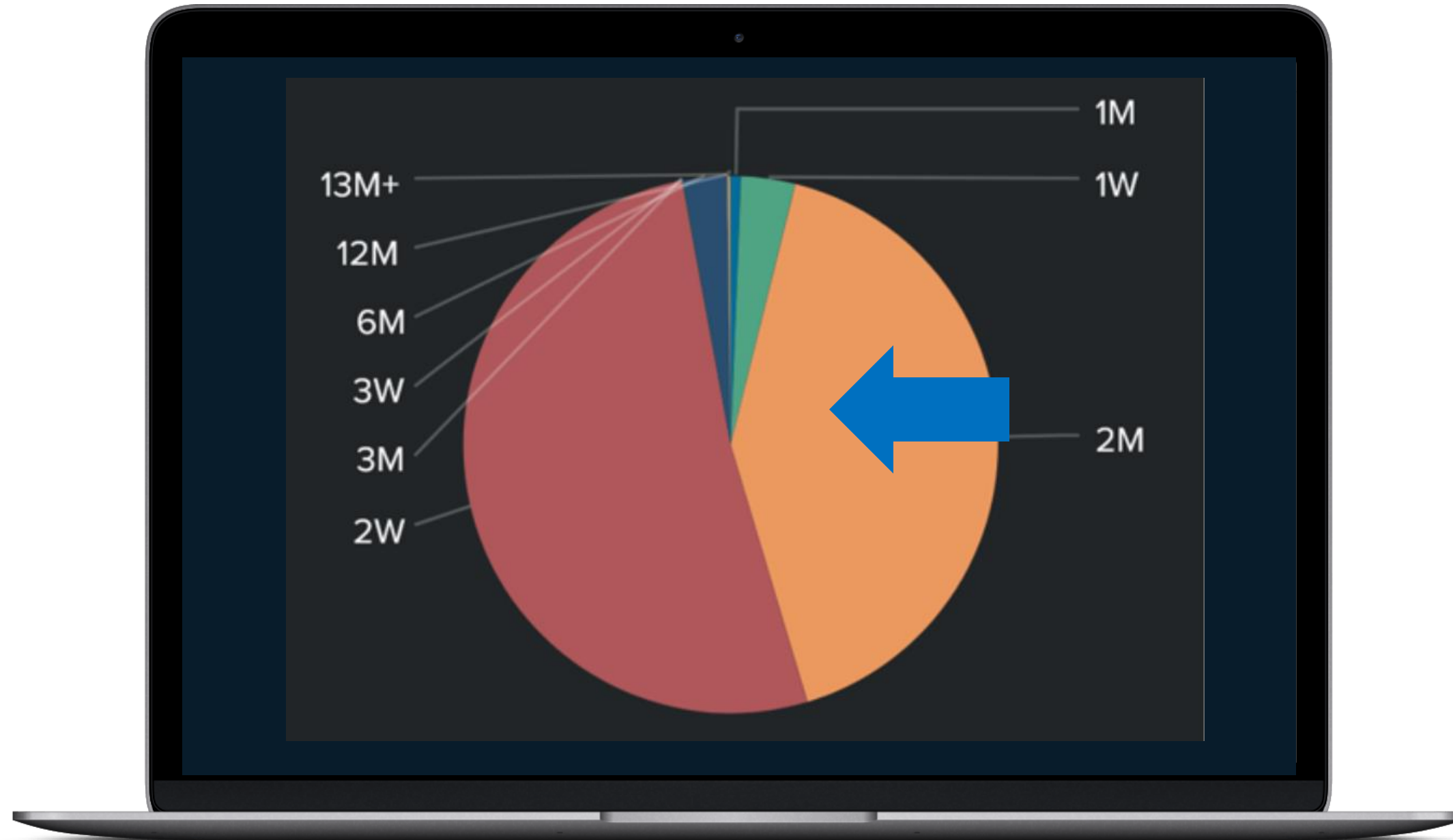
```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01//EN">
<html>
  <head>
    <script type="application/ld+json">
      [
        // Build the first image preview in your product carousel:
        {
          "@context": "http://schema.org/",
          "@type": "PromotionCard",
          "image": "IMAGE_URL1 ✎",
          "url": "PROMO_URL1 ✎",
        }
      ]
    </script>
  </head>
</html>
```

<https://developers.google.com/gmail/promotab/overview>





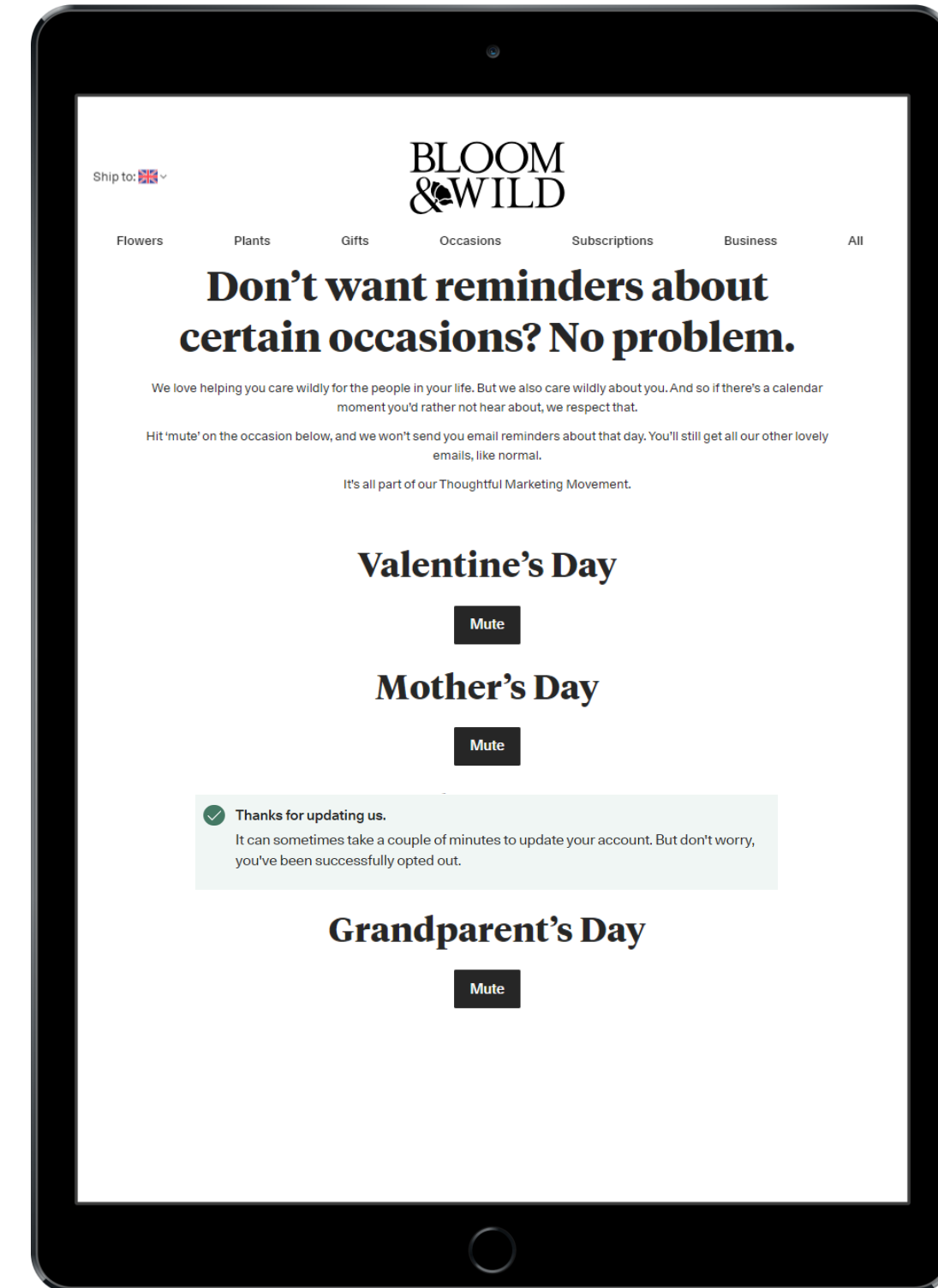
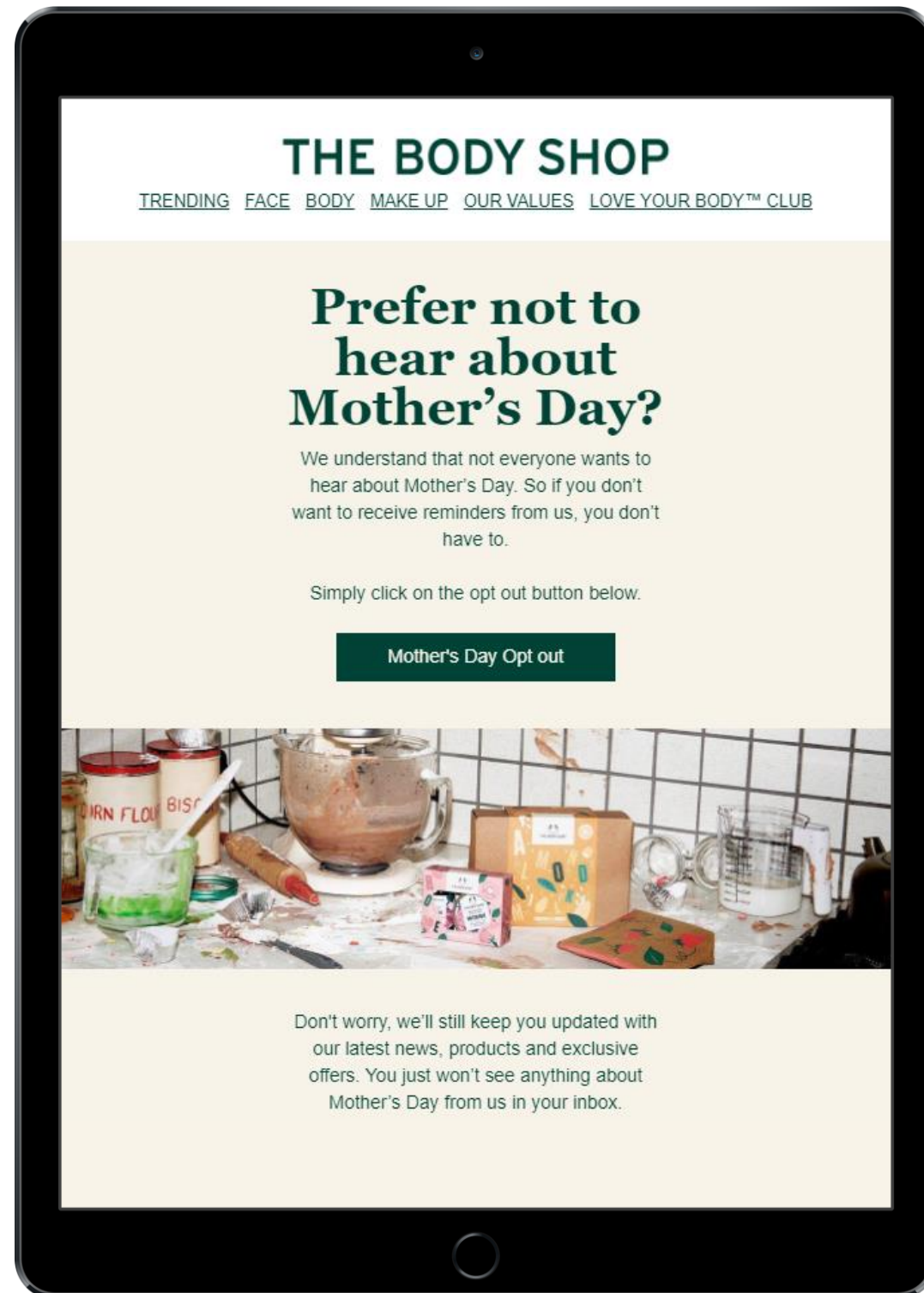
# #8 Email Expiration Date Project



- About **6%** of the emails received by Orange have an “Expires” header
- Half of the emails have an expiration date set to **2 weeks** after the sending date
- About **20 TB** would be saved per month if Orange deleted all expired emails

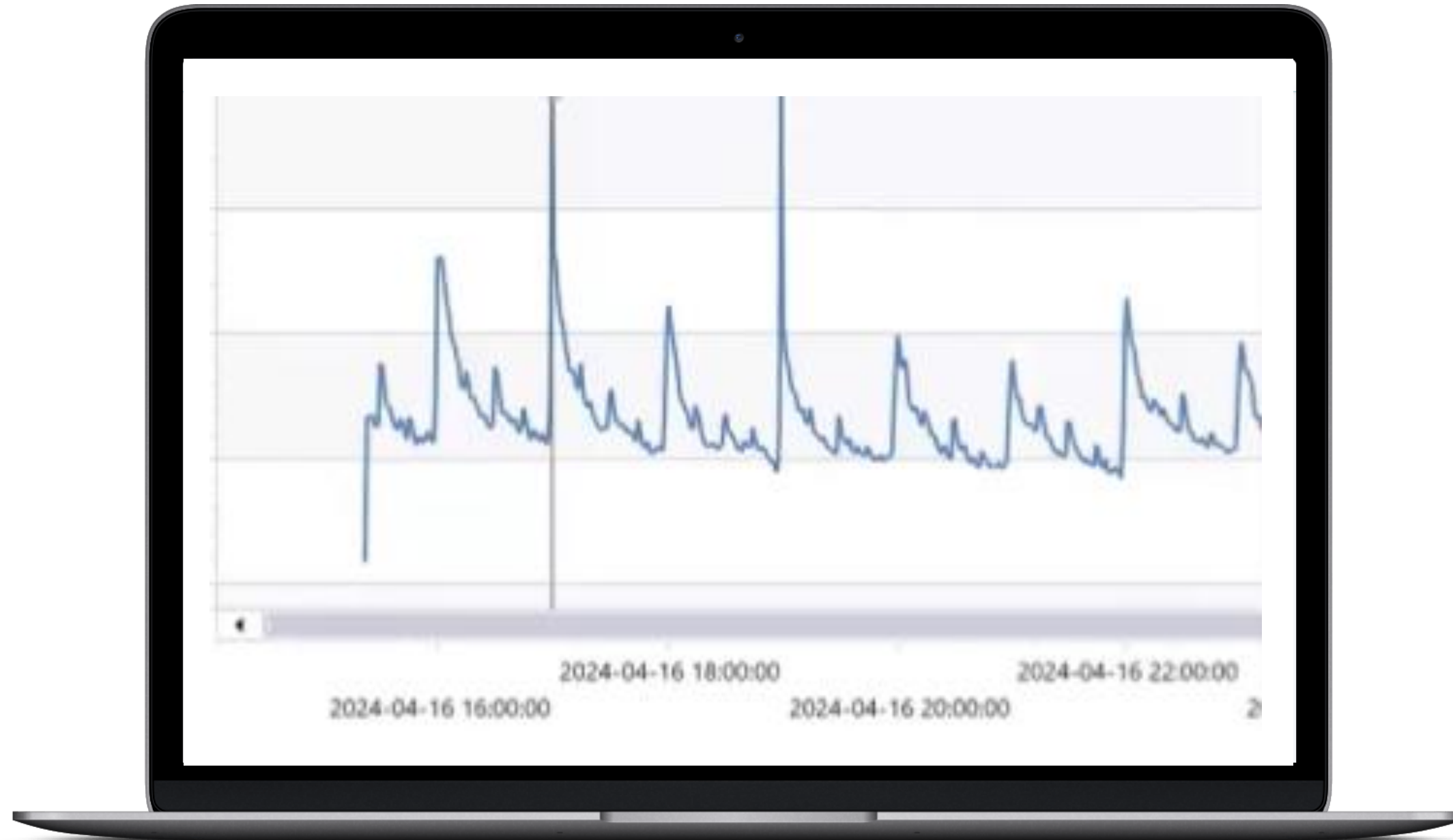
<https://datatracker.ietf.org/doc/html/draft-billon-expires>

# #9 Thoughtful Marketing Movement



[www.bloomandwild.com/thoughtful-marketing](http://www.bloomandwild.com/thoughtful-marketing)

# #10 Timing Offsets



- Massive spike in traffic in the first minute of every hour
- Creates capacity utilization issues that impact mail flow, store, and client synching
- “Can senders *please* move their scheduled sends away from top of the hour, e.g. 10-past or quarter-to”

<https://sendersupport.olc.protection.outlook.com/pm/Postmaster>



# Future Proof Your Email Program

- Update your DMARC policy to quarantine or reject
- Real-time processing of opt-out requests
- Maintain complaint rates below **0.1%**
- Implement double opt-in sign-up process
- Proactively opt-down less engaged subscribers
- Optimize email content to leverage Apple Intelligence
- Make sure Gmail annotates with *your* content
- Join the email expiration date project
- Be part of the thoughtful marketing movement
- Never schedule broadcasts to start at the top of hour

# Additional Resources



## Mastering Mailbox Providers in 10 Minutes

Different mailbox providers like Gmail, Yahoo, and Microsoft have nuances that can make reaching the inbox more challenging.

[Share](#)



## ASDA

Asda Achieves ~100% Inbox Placement During Holiday Sales Season with Validity Sender Certification and BriteVerify.

[View the case study](#)



## Expedia

Expedia Obtains a Sender Score of 99 and a 100% Inbox Placement Rate with Validity Sender Certification and Everest.

[View the case study](#)



## Shutterfly

Shutterfly Achieves a 20% Inbox Placement Rate Uplift with Validity Sender Certification.

[View the case study](#)



## AIRFRANCE

Air France Boosts Revenue Per Email by 17% with Validity Sender Certification and a Team of Deliverability Experts.

[View the case study](#)

[www.validity.com/customers](http://www.validity.com/customers) and [www.validity.com/resources](http://www.validity.com/resources)



[www.validity.com](http://www.validity.com)