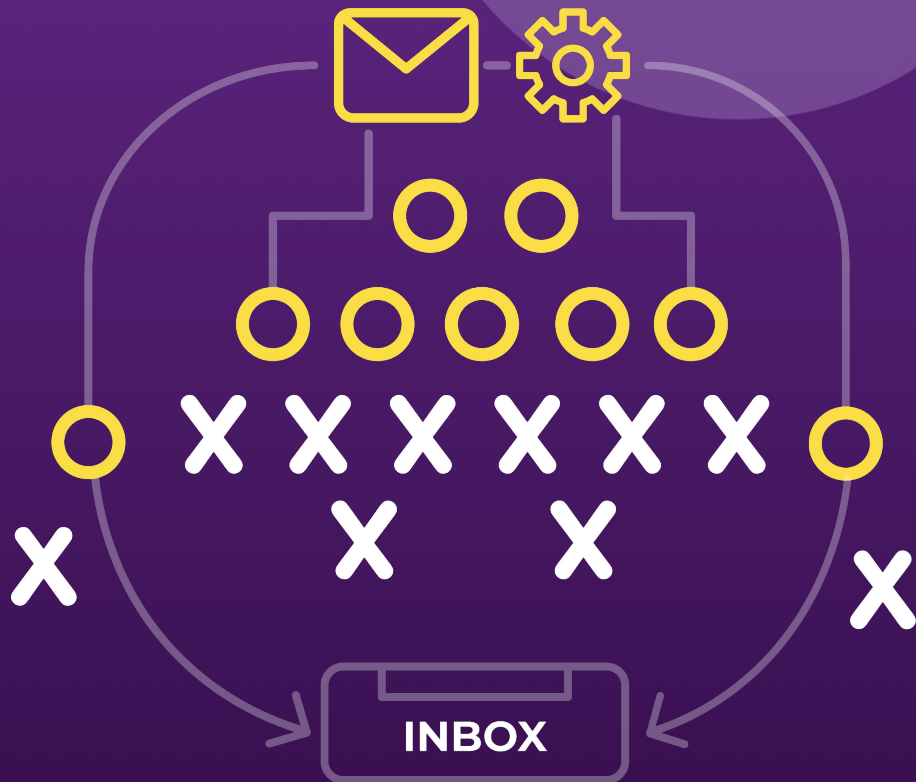




The End-to-End Email Deliverability Automation Playbook

Building a system that scales
with your email program

Presented by
Brian Minick, COO, ZeroBounce





The #1 Email Verifier for 500,000+ Clients

ZeroBounce is an email validation, deliverability, and email-finding platform helping 500,000+ customers achieve email success.

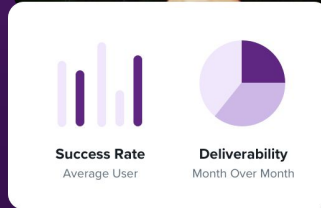
ZeroBounce helps you connect with real customers and prospects and boost your email ROI.



Brian Minick,

COO at ZeroBounce

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.



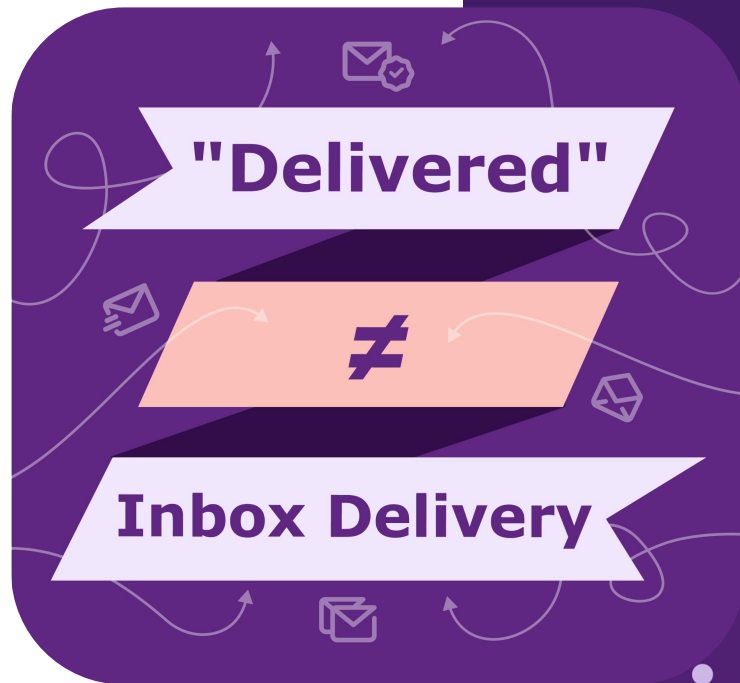
**Connect with me
on LinkedIn**



WHY DELIVERABILITY MATTERS

No Inbox, No Impact, No ROI

- Emails don't matter if they don't land in the inbox
- Fragmented tools + processes = costly mistakes
- Deliverability is the foundation of email ROI



INVALID & RISKY EMAIL ADDRESSES

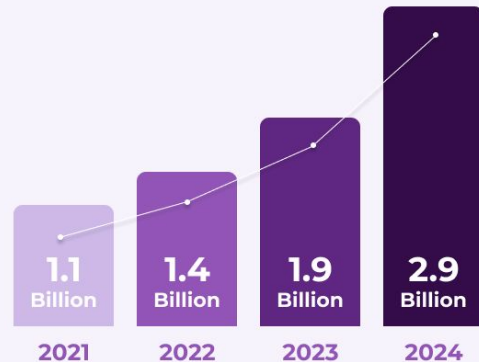
Risky Email Business

- **Bounce Risk:** Hard bounces hurt deliverability
- **Spam Traps & Abuse:** Traps, complainers, and role-based accounts
- **Wasted Resources:** Bad data skews results and costs money



Invalid + Risky Emails Identified

2021 - 2024

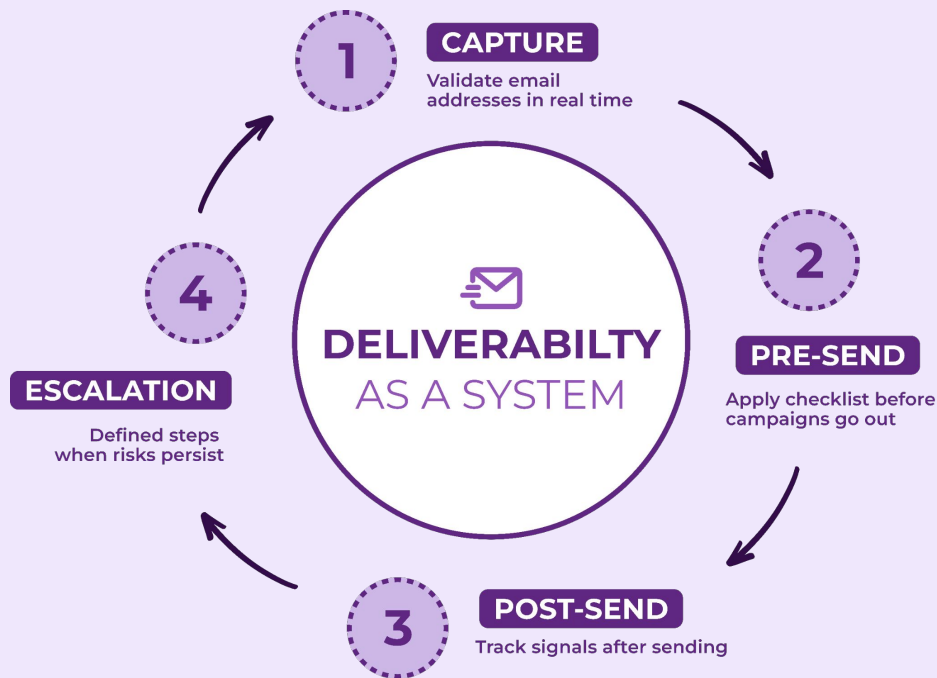


Source: ZeroBounce proprietary data

DELIVERABILITY AS A SYSTEM

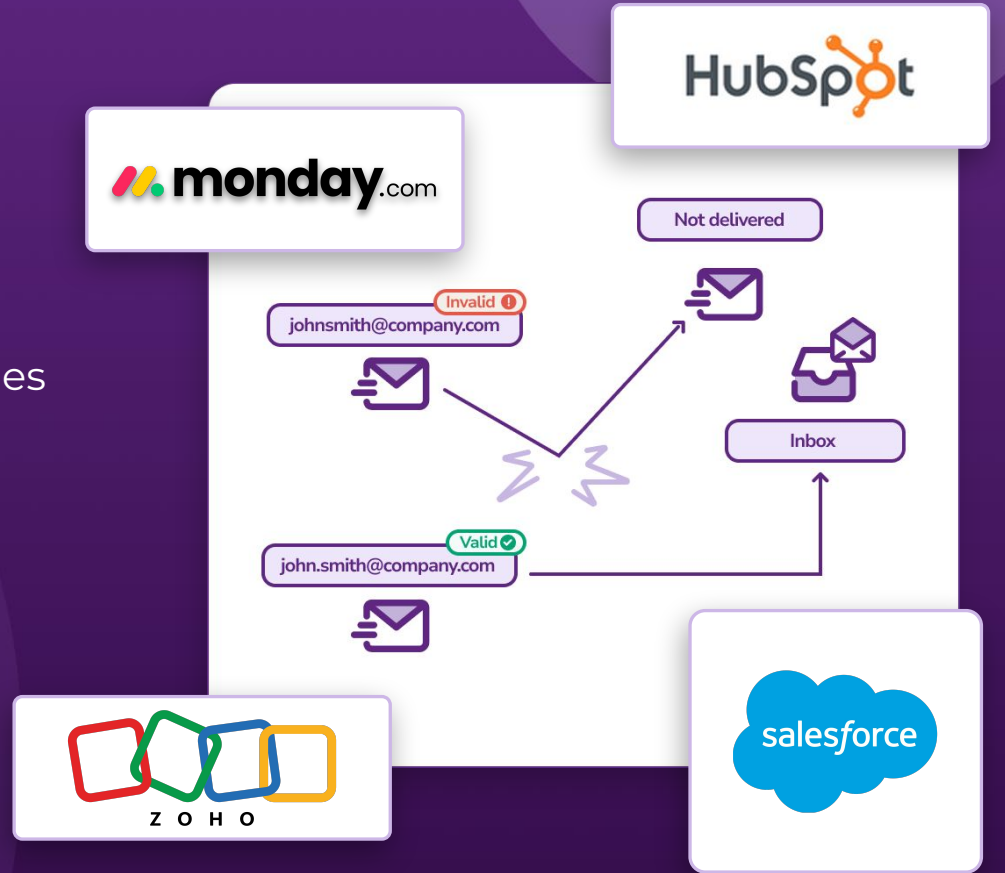
Build a system, not a task

- Not a one-time task—an ongoing process
- Systems > Firefighting
- Framework: Capture → Pre-Send → Post-Send → Escalation



Stage 1: Capture

- Validate addresses in real-time
- Prevent errors, invalids, and disposables from entering database
- Keep database and CRM healthy over time
- Validate all data 2x per year



Stage 2: Pre-Send

- Run “Inbox Readiness” checklist before every send
- Warmup progress, DMARC/SPF/DKIM checks, list quality
- Avoid campaigns going out “blind”

Pre-Send Checklist



Inbox Placement Testing



Email Warmup



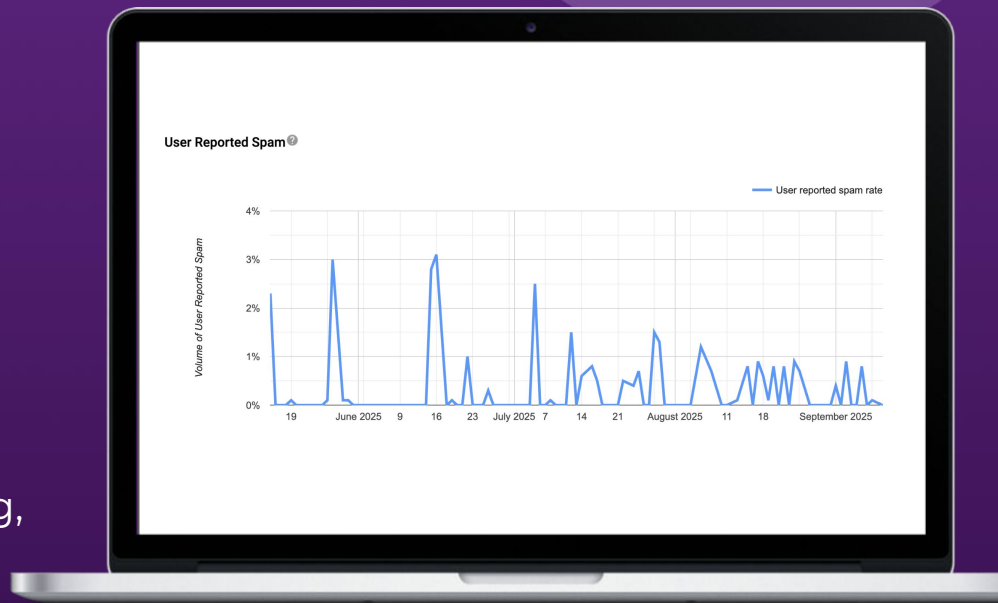
Blacklist Monitor



DMARC Monitor

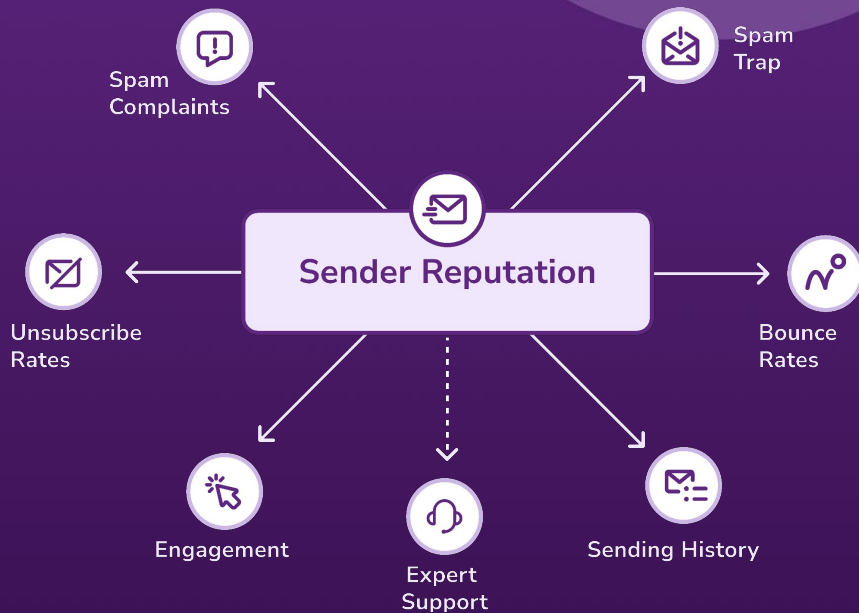
Stage 3: Post-Send

- Track results in real-time (reputation, bounces, complaints)
 - ESP, Postmaster Tools
 - Inbox testing during the send
- Trigger automated responses (throttling, suppression, alerts)
 - Rule based / policy
 - Throttling



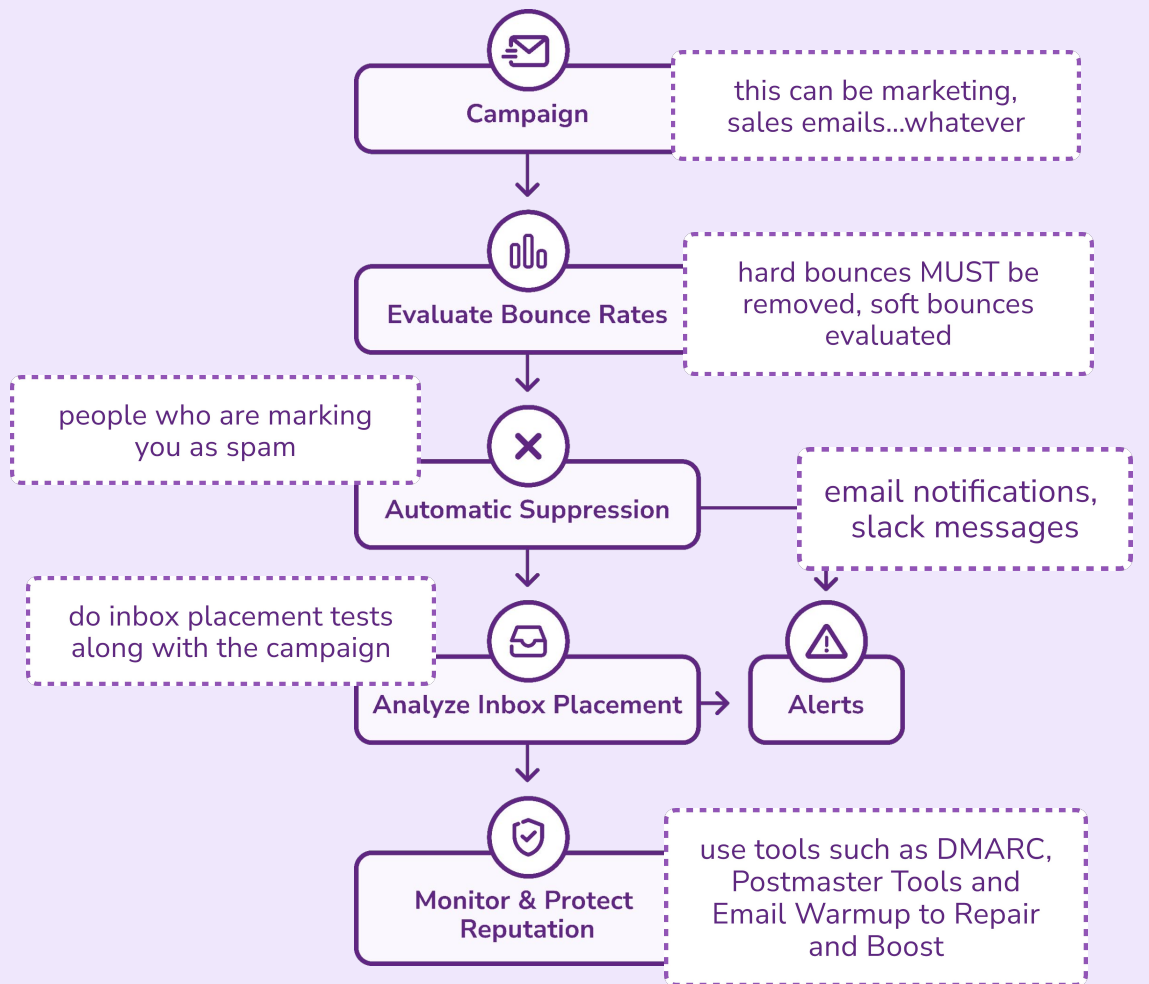
Stage 4: Escalation

- Define recovery steps when issues persist, including when to engage expert support
- Consistent playbook avoids delays & guesswork
- Protect long-term sender reputation



Automating Deliverability in Action

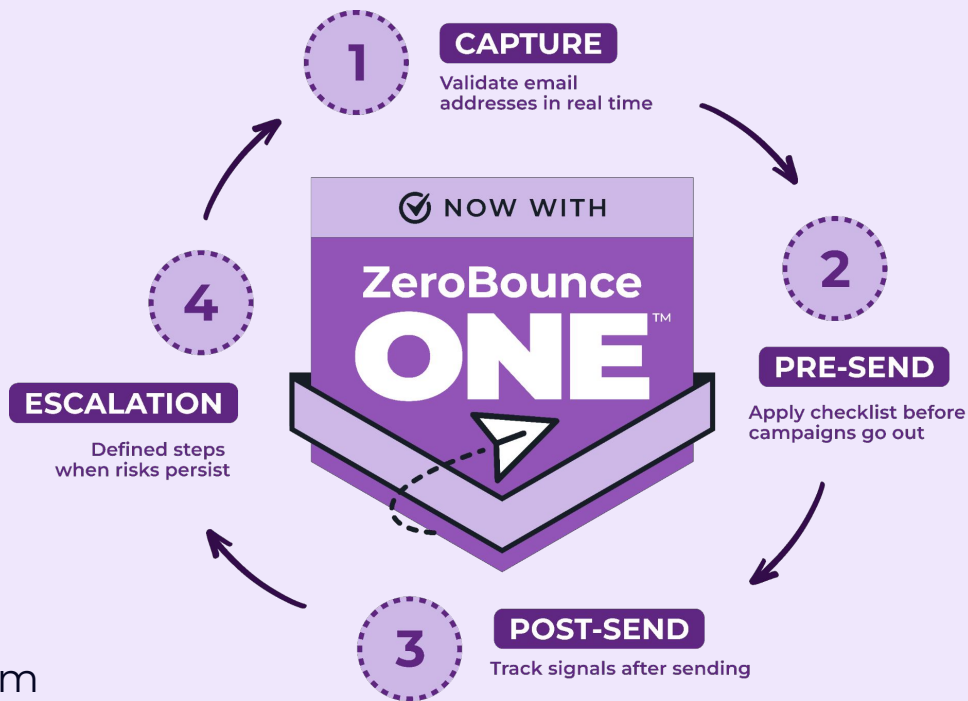
- Automation reduces manual errors and saves time
- Example: Bounce spike → automated suppression + alert → reputation protected
- Works whether you're sending to 10K or 10M



WHAT YOU CAN TAKE AWAY

A Framework You Can Use Today

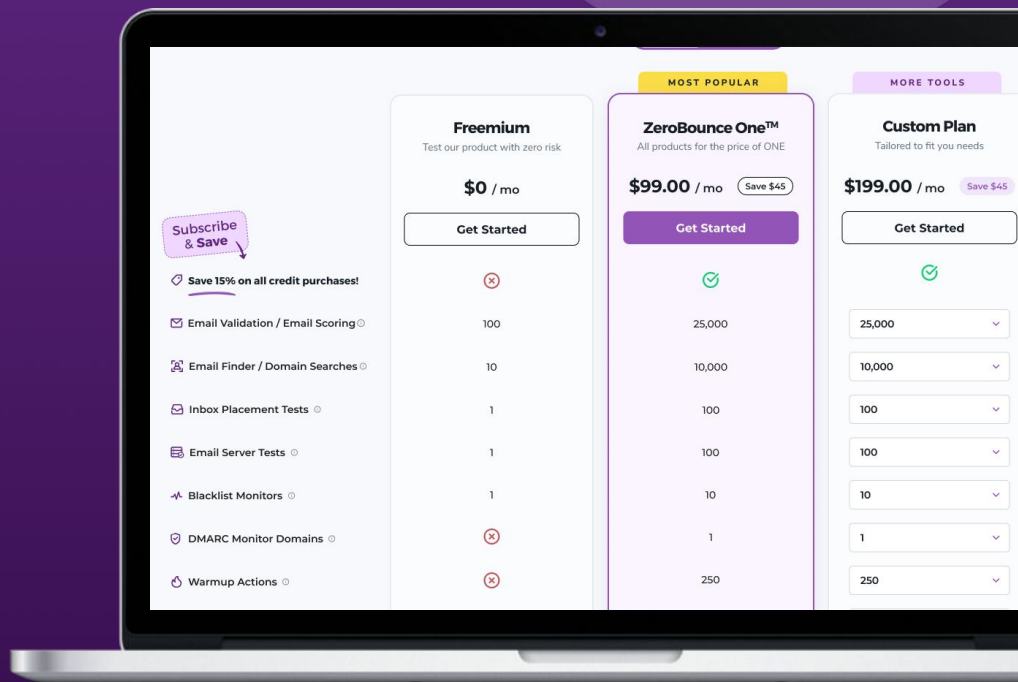
- Deliverability is a system, not a task
- Framework: Capture → Pre-Send → Post-Send → Escalation
- Automation prevents problems before they escalate
- ZeroBounce One enables the full system in one place



INTRODUCING ZEROBOUNCE ONE

End-to-End Email Deliverability

- **Email Validation** - data hygiene
- **Email Warmup** - restore reputation
- **DMARC Monitoring** - email security
- **Blacklist Monitoring** - domain and IP
- **Inbox Testing** - inbox or spam folder



GET STARTED

Ready to Clean Up and Scale Up?

- Create a FREE ZeroBounce account
- Explore ZeroBounce One
- Get 20% off your 1st purchase with promo code GURU2025

Learn more



LET'S CHAT

Ask us Anything!



zerobounce.net



linkedin.com/in/brian-minick

