






Time for an Email Deliverability Audit?

-  Concerned about your emails being delivered to the inbox?
-  Suspect you may have deliverability issues but aren't really sure?
-  Experiencing high unsubscribe, bounce, or spam complaint rates?
-  In an industry vertical that is at high risk for filtering?
-  Tried resolving deliverability problems on your own but with no success?

How confident are you that your email is delivered all the way to the inbox?

Studies show that, on average, 20% or more of all emails sent never reach the inbox, and these aren't just bounces or bad addresses. Chances are that some of your emails get blocked by ISPs, caught by spam filters, or put in the bulk or junk folder. It's difficult to know if, when, or why you have a problem, let alone how to fix it.

Let us reduce your deliverability risk and boost your email marketing ROI

Deliverability has a significant impact on your email marketing ROI. Responsys Professional Services helps you understand whether you're at risk and guides you to specific strategies and tactics for improvement.

- Quickly understand your deliverability risk level and the internal and external factors that can impact your success
- Receive a customized, actionable guide to resolve current – and avoid future – email deliverability problems
- Learn how to successfully deliver more emails to the inbox and boost your email marketing ROI

Get a better handle on your deliverability rates

The Responsys Email Deliverability Audit is a deep diagnostic that helps you understand if your emails make it to the inbox. Through a full email program review and series of diagnostic tests, Responsys assesses your deliverability risk and recommends ways to address any deliverability issues. We also update you on the latest privacy and deliverability regulations, technologies, ISP plans, best practices, and trends.

Resolve current and avoid future deliverability problems

You'll walk away armed with the information you need to understand and optimize your inbox reach:

- Deliverability Assessment: a risk summary, including results of a comprehensive program review and deliverability testing
- Deliverability Primer: a summary of the deliverability landscape with industry trends, legislative requirements, and best practices
- Deliverability Resolution Guide: your customized action plan with short- and long-term requirements and recommendations

Contact your Responsys account manager or call (650) 801-7400 to learn more about the Email Deliverability Audit from Responsys Professional Services.

