

Case Study //

Designing for better deliverability



Client

Research Machines

Challenge

Ensuring emails are on brand and delivered beyond spam filters.

Result

A 12% deliverability rate increase.



Problem

In the past, graphic-heavy email campaigns were used. Due to problems with image blocking and high security spam filtering server systems, many messages were not delivered to up to **25%** of institutions, even if the recipients had opted in to receive RM material.

Many of the security systems were filtering useful, requested information without the users' knowledge, causing negative brand image and customer service issues.

Solution

Adestra has been working with RM to improve deliverability into users' inboxes, including:

- **New Designs:** Using a combination of text and imagery, the new templates were coded to be displayed effectively in all email systems whilst adhering to strict brand guidelines.
- **Optimised Sending:** All broadcasts are now being sent via Adestra's Message Focus system which is configured for bulk sending and with the highest deliverability possible.
- **Testing:** All individual broadcasts are run through a suite of checking tools including:
 1. *Design Emulator:* previews each design in the major email systems
 2. *Spam Checker:* content is run against the a continuously updated database of spam rules
 3. *Brand Police:* email is checked against strict brand guidelines
 4. *Proof Testing:* examples are sent to RM staff for sign-off
- **Monitoring:** Deliverability rates are continuously monitored to allow trend analysis.

Results

In the first three months of the partnership, the number of messages delivered has improved by over 12% across over more than 50,000 emails.

Lessons

High deliverability is achieved by a combination of factors from design to data quality. Taking a holistic approach to the problem is the only way to achieve considerable results.

“ Adestra has redesigned our school email campaigns to display effectively in all different email browsers and to significantly improve their deliverability. So no matter which browser the recipient uses, emails look consistently good and reflect our strong brand values ”

Ian Skeels, business development manager for RM Schools Marketing

About Adestra

Adestra's purpose is to make our clients successful by providing them with the best combination of email technology and marketing expertise. By working with us, your emails are most likely to be delivered, read and positively actioned by your target customers. Adestra works with companies such as Tiscali, Dennis Publishing, Help the Aged and BBC Shop. For case studies and whitepapers on how we've helped our clients achieve their email marketing goals, please visit www.adestra.com or call 01865 242425.