

# Alterian Managed Services Consultancy

## Deliverability Management

### Managed Services

Alterian offers integrated marketing solutions that are either on-site installed or hosted in our secure data centre. In addition to hosting the solution, we provide a number of hosted services delivered by the Managed Services Consultancy team.



One of Alterian's solutions is Dynamic Messenger – a top tier Email Service Platform – on top of which we can provide specific email services such as Deliverability Management.

### Deliverability Management

<b>Engagement:</b>	Initial bespoke needs analysis; solution implemented by Alterian Managed Services Consultants
<b>Solutions:</b>	Dynamic Messenger
<b>Deliverables:</b>	IP warming strategy; Deliverability Audit Report

**Email marketing has become a vital part of many companies marketing strategies.** The flexibility, control and the ability to target a segment or an individual make 1 to 1 marketing a reality. This combined with the cost effectiveness of email marketing ensure that email is a key channel for most marketers.

With the increase in legitimate commercial email has also come a phenomenal increase in the volume of spam email being sent. The overall increase in email traffic and the high noise-to-signal ratio has forced ISPs and mail platforms to develop complex rules to try to detect legitimate emails from the spam.

Unfortunately for legitimate senders, an incorrectly targeted email, poorly managed list or poorly worded/designed creative can cause deliverability issues. Emails simply don't arrive or end up in the junk folder. With a single ISP making up over a third of some email lists, the lost opportunity for engagement with subscribers is huge. Deliverability should be a key area of focus for all companies that send email to drive their business.

Alterian's Managed Services Consultancy team has extensive experience in auditing, investigating and improving deliverability.

*"Regardless of how much time you put into your creative, it is all wasted if your message is not delivered"*

– Email Marketing Council - DMA

### Areas offered within Delivery Management:

#### Delivery Auditing

Alterian's Managed Services team checks your deliverability on a weekly basis and advises you on any perceivable deliverability issues. This also includes checking blacklists for possible filtering and making recommendations on how to deal with blocking issues.

#### ISP/Blocklist Liaison

Identify deliverability issues from weekly audits and liaise with Partner, ISPs and Blocklists to improve or maintain deliverability and increase response rates.

#### IP Control

Work with the sender to ensure that IPs are used correctly. Additional IPs and sending contexts may be available to the client if there is a business requirement.

#### Warming

Design and advise on a warming/restart policy and effectively bring on new IPs.

#### White List Support

Ensure the sending infrastructure is set up correctly on all key white lists and ISP feedback loops to ensure deliverability and additional benefits.

#### Authentication Support

Assist you in becoming authenticated with third party authentication services or with smaller ISPs.

#### Further Information

To find out more about how Alterian can help with the branding of your Dynamic Messenger account, please contact the Managed Services team or your Partner Development Manager. Alternatively, you can send an email to [MSC@alterian.com](mailto:MSC@alterian.com) with a request for someone to contact you.