

Alterian Managed Services Consultancy

Email Deliverability Optimisation

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 Email Deliverability Optimisation.

Email Deliverability Optimisation



Engagement:	Self-service or Managed Service
Solutions:	Dynamic Messenger & Pivotal Veracity
Deliverables:	Training and access to the online Pivotal Veracity tool

A comprehensive email deliverability monitoring and improvement solution. Through a partnership with Pivotal Veracity, Alterian provides digital optimisation tools and intelligence that allow you to monitor, manage, and improve the delivery, credibility, reputation, and rendering of your marketing and service communications. Alterian offers Pivotal Veracity as an optional enhancement layer that complements Dynamic Messenger's email campaign reporting and delivery tracking capabilities. These tools operate in parallel with Dynamic Messenger, providing a comprehensive view of deliverability and inbox placement performance.

Delivery optimisation involves both preventing and resolving problems in the delivery process. The pvlQ Enterprise platform provides the following tools to mitigate delivery risks:

- A centralised reporting system that gives you both broad and narrow focus on all of the data you need at a single glance
- Critical industry intelligence that helps you avoid mistakes and make smarter, faster and better decisions

"An average of 20% of legitimate email communications are being mistaken as spam by ISPs and are being blocked, deleted and redirected to spam folders."

– Pivotal Veracity

Track and Optimise Inbox Delivery

- Analyse and track delivery in more than 200 ISPs in 68 countries
- Coverage across B2C, B2B, UK, US, Canadian, European, International and custom ISPs
- Benchmarked performance across your enterprise and industry
- Assist with effective ISP remediation and problem resolution

Improve Message Rendering

- Preview emails across all major Web, Desktop and Mobile email clients – how does it look in Hotmail, Outlook on a PC or even an iPhone?
- Integrated HTML validation for optimising message rendering
- Understand how your content will appear to your recipients
- Score your messages across over 4000 spam filter rules
- Coverage of all major gateway, server and desktop spam filters
- Analyse the effect of anti-virus tools on delivery

Safeguard your Brand and Reputation

- Monitor and quickly resolve public and ISP blacklisting
- Track and act on abuse board postings
- Protect against phishers with URL and site link monitoring
- Coordinate ISP white-listing and feedback loop setup

Optimise the deliverability, credibility and effectiveness of your online communications.

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 with a request for someone to contact you.