



Hitting the Inbox

For Franchisors and Franchisees



January 2024

Here's what we'll cover today:



How authentication works



Behaviors that impact deliverability



Google & Yahoo changes and what to do about it

Your Speakers

Greg Bond

VP of Channel & Partnerships

Constant Contact



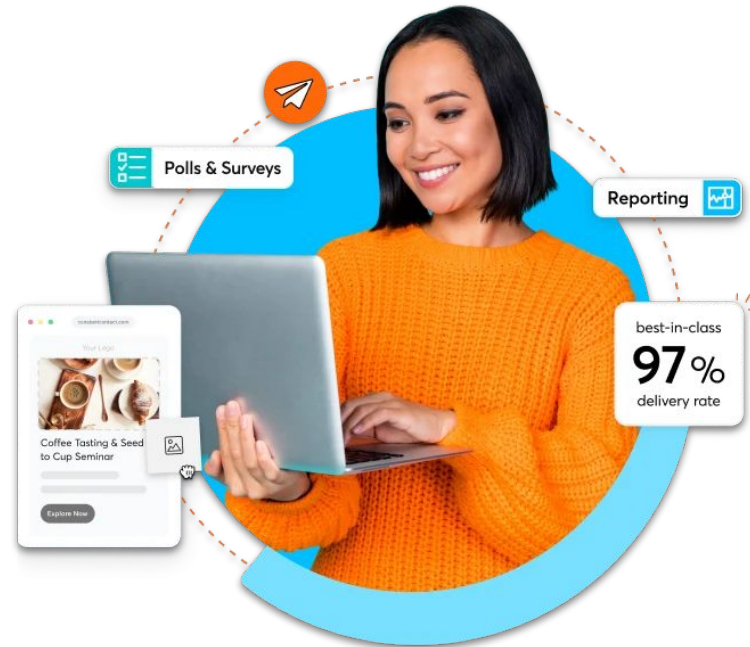
Matthew Montoya

Sr. Channel Marketing & Enablement Manager

Constant Contact



Deliverability experts for 28 years



“Customers of Constant Contact have seen an average of **10-20% increase in opens and clicks** after turning on self-authentication.”



How authentication works

Authenticating is like getting your driver's license.



Domain
reputation

IP reputation

Bounce rates

Sending history

Search Results		Completed: 01/30/2015				
Applicant Information						
First Name	JOHN	DOB	23/05/1997			
Last Name	DOE	State	IL			
Date of Birth	23/05/1997	Sex	M			
Drivers License #	ABCDFG	Class	B			
Drivers License State	IL	Donor	Y			
MVR Search						
Personal Information						
Name	JOHN DOE	DOB	23/05/1997			
License Number	ABCDFG	State	IL			
Driving History						
#	Type	Code	ACD	Violations	Comments	Description
1	VIOL	MI04	N03	2010-04-05	2010-04-19	StatCode: 07000 StatDesc: WRONG WAY ONEWAY ST/HWYSLN Description: WRONG WAY ONEWAY STREET/HIGHWAY ISLAND State: IL - ILLINOIS Location: COOK, DuSart, 35210
2	VIOL	MI20	M08	2012-01-05	2012-02-24	StatCode: IL4 StatDesc: IMPROPER LANE- SHOULDER/SHOULDR Description: IMPROPER LANE OR LOCATION - ROAD SHOULDER, DITCH OR SIDEWALK State: NE - NEBRASKA Commercial Vehicle: Y
3	VIOL	E105	E70	2012-02-13	2012-06-29	StatCode: 205 StatDesc: EQUIPMENT USED IMPROPERLY Description: EQUIPMENT USED IMPROPERLY OR OBSTRUCTED State: NC - NORTH CAROLINA Commercial Vehicle: Y
4	VIOL	S401	S03	2012-04-24	2012-06-08	StatCode: F04-247 StatDesc: SPEEDING Description: SPEEDING State: VA - VIRGINIA Commercial Vehicle: Y
5	VIOL	M403	M03	2012-07-31	2013-01-23	StatCode: V010 StatDesc: FAIL TO OBTAIN CONSTRUCTION Description: FAIL TO OBTAIN CONSTRUCTION OR MAINTENANCE ZONE MARKERS State: MT - MONTANA Commercial Vehicle: Y
6	VIOL	M003	M06	2012-11-29	2013-05-14	StatCode: 702A04 StatDesc: USING A HAND-HELD MOBILE TELEPHONE WHILE DRIVING Description: USING A HAND-HELD MOBILE TELEPHONE WHILE DRIVING State: WY - WYOMING Commercial Vehicle: Y
7	ACTD	LH21	W01	2013-07-15	0000-00-00	StatCode: 20610 StatDesc: 3 OR MORE CONV WITHIN 12 MON Description: 3 OR MORE CONV WITHIN 12 MONTHS State: IL - ILLINOIS
8	DEPT					CONTINUOUS LICENSE DATE: 09172007

Engagement

Unsubscribe rates

Spam complaints

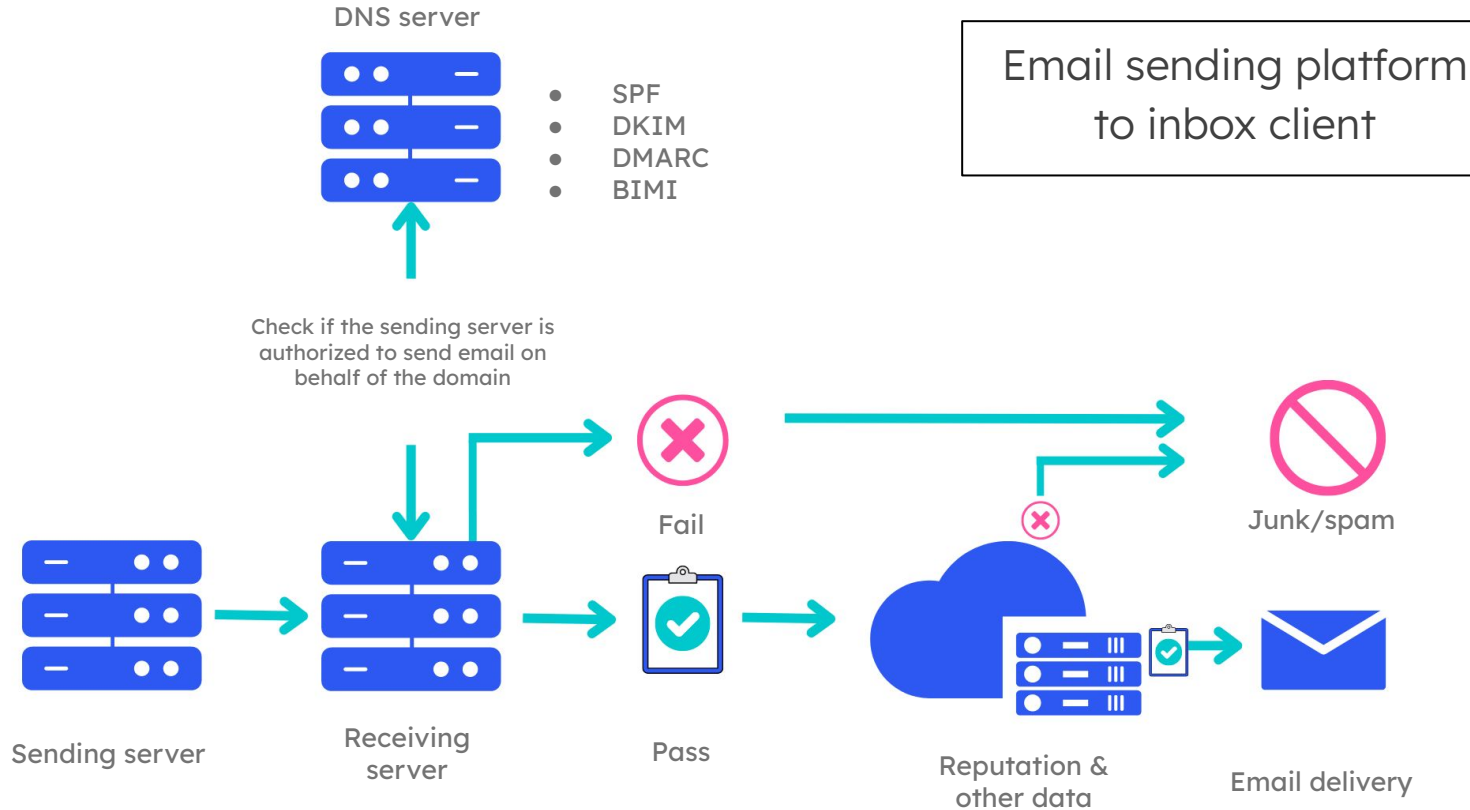
Spam traps

Verification of
who you say
you are

Reputation is like
a driving record.



How email works



SPF, DKIM, DMARC

These three authentication methods help authenticate email senders by verifying that the emails came from the domain that they claim to be from.



SPF

Sender Policy Framework

IP address authorization check

MUST-HAVE

USE IT TO:

- Secure yourself from spoofing and phishing



DKIM

DomainKeys Identified Mail

Domain authorization check

MUST-HAVE

USE IT TO:

- Secure yourself from spoofing and phishing



DMARC

Domain-based Message Authentication, Reporting & Conformance

Additional layers of security

MUST-HAVE

USE IT TO:

- Improve email fraud security
- Set up own domain authentication policy

BIMI aims to give trusted senders control over how their brand is represented in messaging services.



BIMI

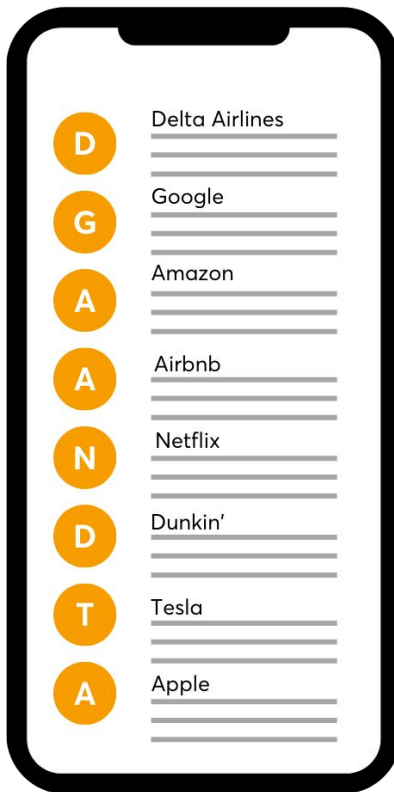
Brand Indicators for Message Identification

DMARC & Verified Mark Certificate (VMC)

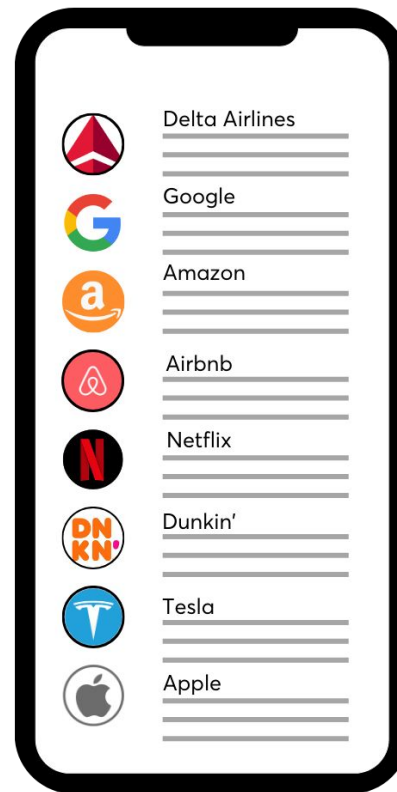
MUST-HAVE

USE IT TO:

- Add business logo to email
- Stand out in an inbox
- **Ensure nobody is impersonating your domain**



No BIMI TXT Record



With BIMI TXT Record

How sender behavior affects deliverability

Each ISP has a “Special Recipe” for reputation score

A challenge is that webmail providers (such as Gmail, Yahoo! Mail, Outlook.com, and AOL Mail) spam scoring is based on internal metrics and algorithms



More than half of emails sent via Constant Contact go to Gmail, Yahoo and AOL

Factors that affect email deliverability



Manage your List Quality



Permission based

Spam complaint rate

Hard bounce clean up

Spam traps

Subscribers hold the power

Potential actions your subscribers can take:



Positive

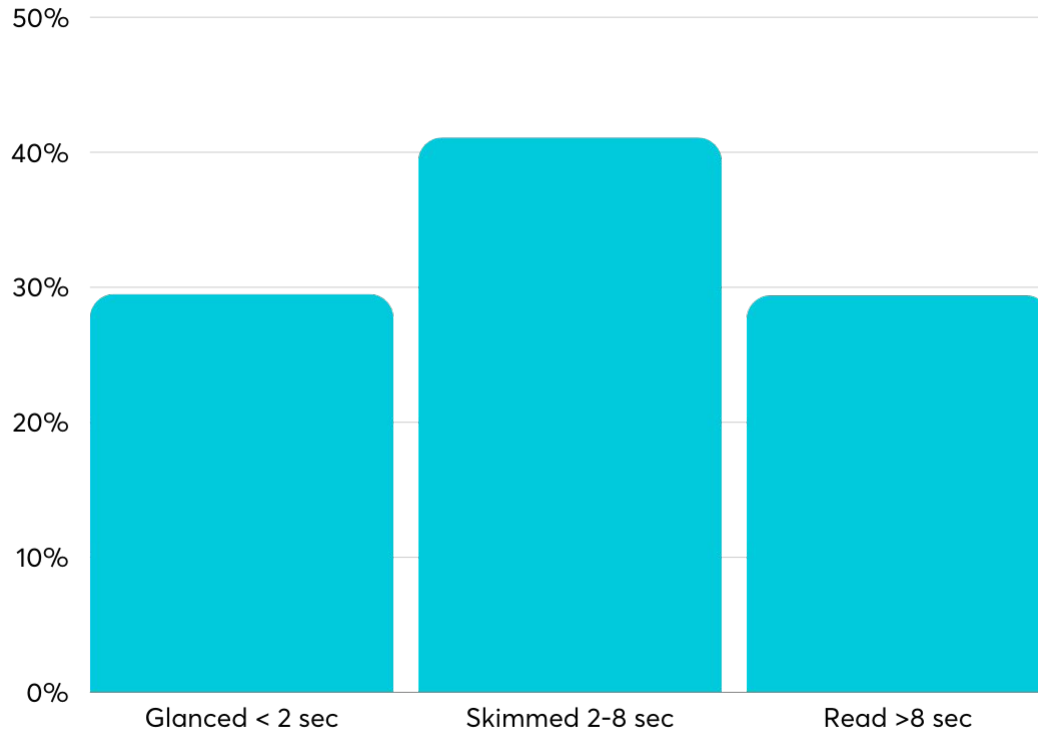
Neutral

Negative

Positive actions:
Sender reputation increases
and more emails are placed in the inbox.

Negative actions:
Sender reputation decrease
and more emails are placed in
the spam folder.

Average time spent engaging an email



From name has large impact

- “From Name” is most critical
- Statistically, subject line length doesn’t matter

Inbox	
<input type="checkbox"/>	Show: All Unread From contacts Social updates From groups
<input type="checkbox"/>	Rudnik Sportswear Do You Have The Perfect Gift?
<input type="checkbox"/>	My Starbucks Rewards Happy birthday wishes from Starbucks
<input type="checkbox"/>	Tim Wade Your July Parking Payment
<input type="checkbox"/>	THIS WEEK on TED.com Try something new for 30 DAYS

Who is “Tim Wade”?



Google & Yahoo Announcement

Changes to Google and Yahoo's email authentication requirements effective Feb 2024

Updates aim to safeguard users from fraudulent messages like scams and phishing attempts by blocking emails from unauthenticated addresses.

This is impacting **all senders** on the internet.

- Google/Yahoo are enforcing best practices that have been around for many years.
- Even non-profits, outside the US, etc. must follow these new policies.
- Lots of other receiving domains are already enforcing this (enterprise filter providers, Office365)

Doing this to bring back **TRUST** in email.



What we are doing to help our customers manage



Self
Authentication



Partner DKIM



@ccsend.com

Our Advice

1

Manage your list

2

Enable easy unsubsribes

3

Send from your authenticated domain

4

Construct emails with focus on engagement

5

Associate your brand with value

6

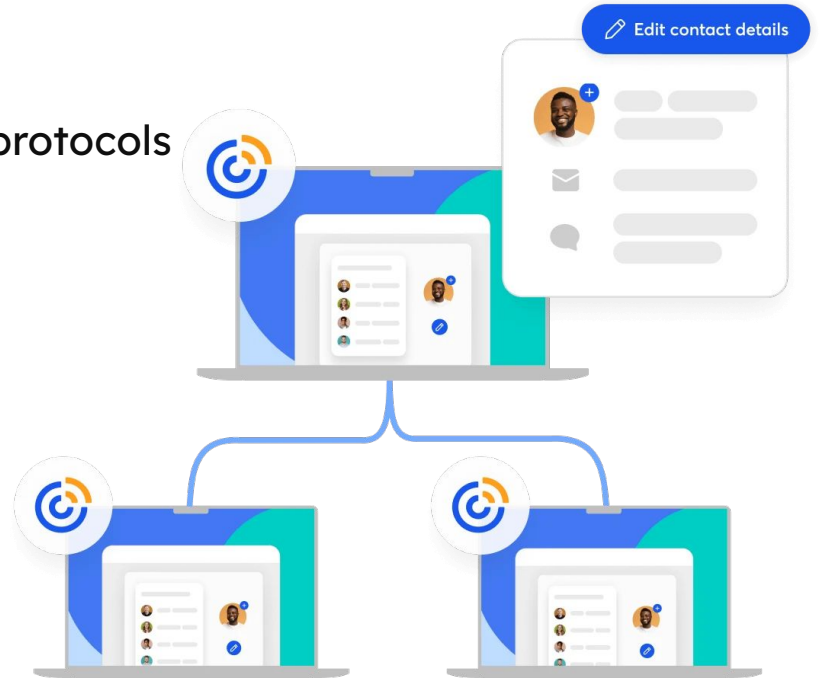
Ask for help when you need it

One organization, multiple accounts, cohesive branding.

Flexibility where you want it.

Control where you need it.

- Authenticate your emails using security protocols like DKIM, SPF, and DMARC
- Multiple accounts
- Priority support
- Control your brand
 - Central Send
 - Campaign Approval
 - Nested Accounts
 - Locked Content
 - Global Unsubscribe



Learn more online or in person



- Visit the QR code or <https://conta.cc/48Qjr5r> to learn more and set a call with one of our franchise partnership reps
- Meet us in Phoenix



Thank you

Come see us at booth #1146



Gmail, Yahoo! and AOL



More than half of emails sent via Constant Contact go to these inboxes

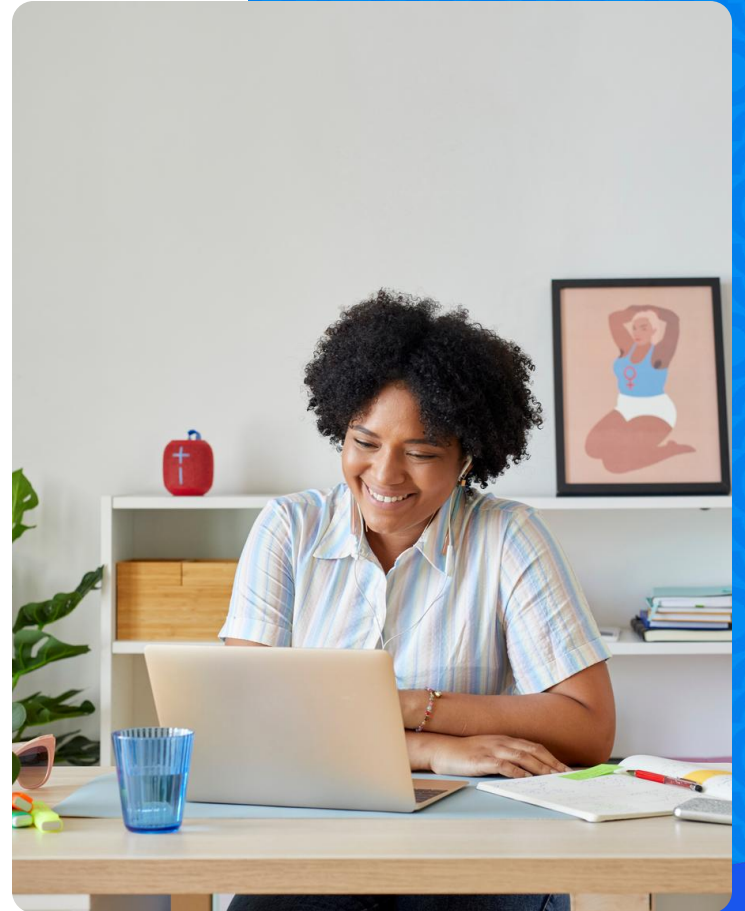
vs. all others



Appendix



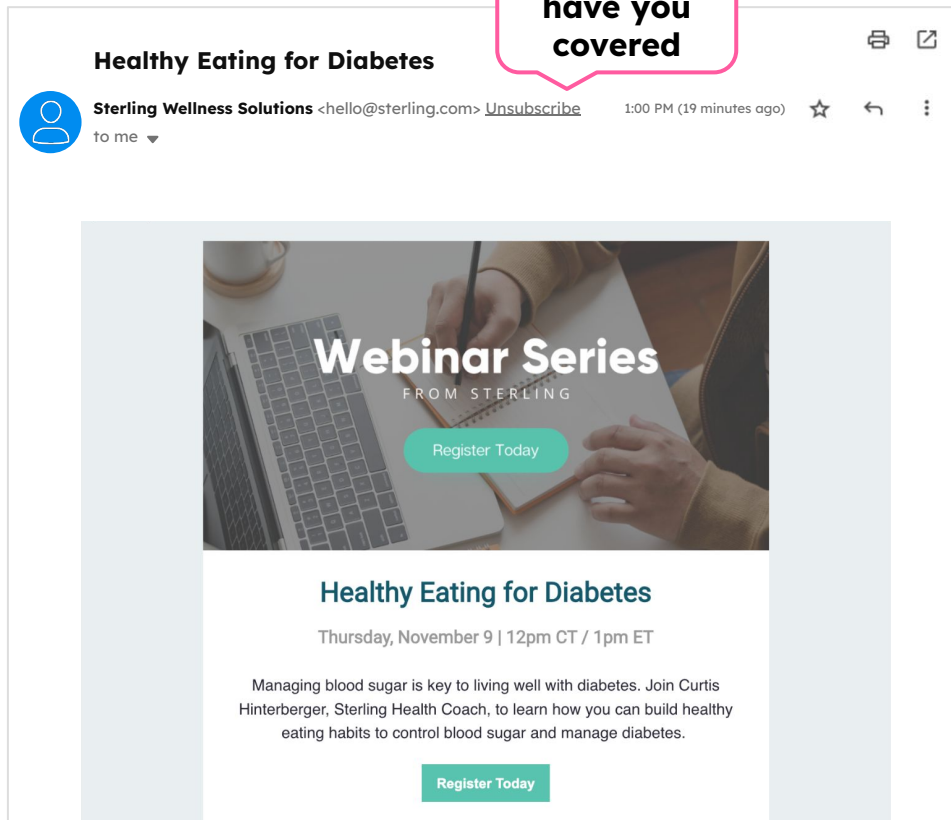
1. Ensure you're sending wanted emails



2. Enable easy unsubscribes

One-click unsubscribe link in the header

We already
have you
covered



The screenshot shows an email header for 'Healthy Eating for Diabetes' from Sterling Wellness Solutions. The sender's name is 'Sterling Wellness Solutions' with the email address '<hello@sterling.com>'. A blue circle highlights the 'Unsubscribe' link. To the right of the link, the time '1:00 PM (19 minutes ago)' and icons for star, reply, and more options are visible. Below the header is a promotional banner for a 'Webinar Series FROM STERLING' with a 'Register Today' button. The banner features a background image of a person writing in a notebook next to a laptop. Below the banner, the webinar title 'Healthy Eating for Diabetes' is displayed, followed by the date and time 'Thursday, November 9 | 12pm CT / 1pm ET'. A short paragraph describes the webinar, mentioning Curtis Hinterberger, Sterling Health Coach. A second 'Register Today' button is located at the bottom of the promotional content.

Healthy Eating for Diabetes

Sterling Wellness Solutions <hello@sterling.com> [Unsubscribe](#) 1:00 PM (19 minutes ago) ☆ ↶ ⋮

to me ▼

Webinar Series
FROM STERLING

Register Today

Healthy Eating for Diabetes

Thursday, November 9 | 12pm CT / 1pm ET

Managing blood sugar is key to living well with diabetes. Join Curtis Hinterberger, Sterling Health Coach, to learn how you can build healthy eating habits to control blood sugar and manage diabetes.

Register Today

Not to be confused with...

Unsubscribe link in the footer



Shop with the best florist in the city. We use the freshest and highest-quality flowers in our arrangements.

[Learn More](#)

Coco's Flowers | 3310 Apple Road, New York, NY 10004, U.S.

[Unsubscribe: Johnny@gmail.com](mailto:Johnny@gmail.com)

[Update Profile](#) | [Constant Contact Data Notice](#)



3. Authenticate your email



Be who you say you are

Game changing benefits of authentication



Maximize
deliverability



Prevent
spam



Appear more
professional

What does your email address look like?

Jake@JakesCoffee.com

You own your domain or website

JakesCoffee@gmail.com

You *do not* own your domain or website

Here's how you self-authenticate with Constant Contact

My Account: Marsha Moon

Account owner

Account details Billing Manage users Account emails **Advanced settings** SMS

Custom fields
Manage the data fields that you collect and store from your contacts lists.
[Manage](#)

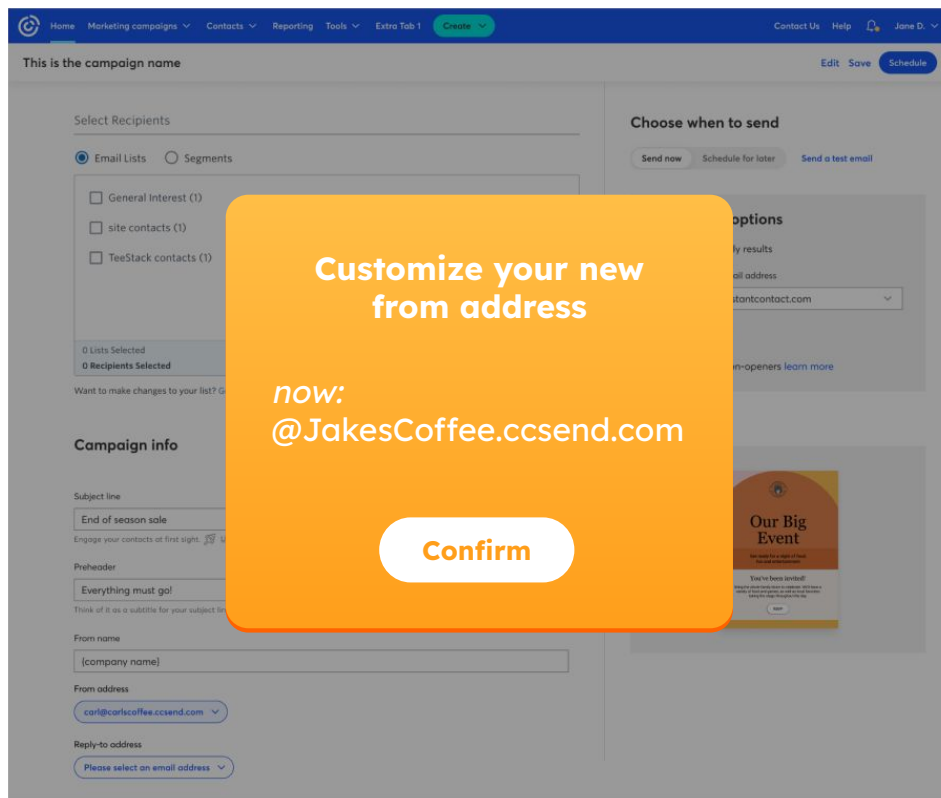
Manage contact emails
Manage emails that have been set to automatically send to new subscribers.
[Manage](#)

Self-authenticate your email address
Have your own domain? Improve on Constant Contact's already great deliverability by adding self-authentication. [Understand your options for email authentication.](#)
[Add self-authentication](#)

Enable advanced email permissions
Access additional features and make sure you stay compliant with federal regulations by turning on advanced email permissions. [Learn more](#)

What if you *do not* own your own domain or website?

JakesCoffee@gmail.com



The image shows a screenshot of an email marketing software interface. The background is a greyed-out view of a campaign configuration page. The interface includes a top navigation bar with options like 'Home', 'Marketing campaigns', 'Contacts', 'Reporting', 'Tools', and 'Create'. Below the navigation, there are sections for 'Select Recipients' (with 'Email Lists' and 'Segments' tabs), 'Choose when to send' (with 'Send now', 'Schedule for later', and 'Send a test email' options), and 'Campaign info' (with fields for 'Subject line', 'Preheader', 'From name', 'From address', and 'Reply-to address').

Overlaid on the center of the screenshot is a bright orange rounded rectangle. Inside this rectangle, the text reads: 'Customize your new from address' in white, bold font. Below this, it says 'now: @JakesCoffee.ccsend.com' in white font. At the bottom of the orange box is a white rounded button with the word 'Confirm' in orange text.