Welcome!

Live Webinar:
“Don’t wait for peak season – discover the deliverability best practices trusted by tech providers
Customer Success Team Lead, Arkadiusz Wiśniewski
CEO Bouncer, Radek Kaczynski

Page views
Mobile Activity
Clicks and events
Communication History
Custom data
Integrations
Marketing Automation
Push notifications
Email Campaigns
Website Content
WhatsApp, SMS & Mobile Wallet
Live Chat & Chatbot

Bouncer

Powerful, Secure, and Caring Email Verification + Deliverability

chemistry or Alchemy?	1. The question.
what really happens around BF	2. The statistics.
the golden rules of deliverability	3. The fundamentals.
segmentation + verification	4. The technology.
“time for us”	5. The Q&A :D

#1 THE QUESTION:

Email deliverability...

Atomic Number: 17
Atomic Mass, u: 35.45
Symbol: Cl
Name: Chlorine
Chemical Group Block: Halogen

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1	1 1.0080 H Hydrogen Nonmetal																	2 4.00260 He Helium Noble Gas
2	3 7.0 Li Lithium Alkali Metal	4 9.012183 Be Beryllium Alkaline Earth Me...											5 10.81 B Boron Metalloid	6 12.011 C Carbon Nonmetal	7 14.007 N Nitrogen Nonmetal	8 15.999 O Oxygen Nonmetal	9 18.9984... F Fluorine Halogen	10 20.180 Ne Neon Noble Gas
3	11 22.989... Na Sodium Alkali Metal	12 24.305 Mg Magnesium Alkaline Earth Me...											13 26.981... Al Aluminum Post-Transition M...	14 28.085 Si Silicon Metalloid	15 30.973... P Phosphorus Nonmetal	16 32.07 S Sulfur Nonmetal	17 35.45 Cl Chlorine Halogen	18 39.9 Ar Argon Noble Gas
4	19 39.0983 K Potassium Alkali Metal	20 40.08 Ca Calcium Alkaline Earth Me...	21 44.95591 Sc Scandium Transition Metal	22 47.867 Ti Titanium Transition Metal	23 50.9415 V Vanadium Transition Metal	24 51.996 Cr Chromium Transition Metal	25 54.93804 Mn Manganese Transition Metal	26 55.84 Fe Iron Transition Metal	27 58.93319 Co Cobalt Transition Metal	28 58.693 Ni Nickel Transition Metal	29 63.55 Cu Copper Transition Metal	30 65.4 Zn Zinc Transition Metal	31 69.723 Ga Gallium Post-Transition M...	32 72.63 Ge Germanium Metalloid	33 74.92159 As Arsenic Metalloid	34 78.97 Se Selenium Nonmetal	35 79.90 Br Bromine Halogen	36 83.80 Kr Krypton Noble Gas
5	37 85.468 Rb Rubidium Alkali Metal	38 87.62 Sr Strontium Alkaline Earth Me...	39 88.90584 Y Yttrium Transition Metal	40 91.22 Zr Zirconium Transition Metal	41 92.90637 Nb Niobium Transition Metal	42 95.95 Mo Molybdenum Transition Metal	43 96.90636 Tc Technetium Transition Metal	44 101.1 Ru Ruthenium Transition Metal	45 102.9055 Rh Rhodium Transition Metal	46 106.42 Pd Palladium Transition Metal	47 107.868 Ag Silver Transition Metal	48 112.41 Cd Cadmium Transition Metal	49 114.818 In Indium Post-Transition M...	50 118.71 Sn Tin Post-Transition M...	51 121.760 Sb Antimony Metalloid	52 127.6 Te Tellurium Metalloid	53 126.9045 I Iodine Halogen	54 131.29 Xe Xenon Noble Gas
6	55 132.90... Cs Cesium Alkali Metal	56 137.33 Ba Barium Alkaline Earth Me...		72 178.49 Hf Hafnium Transition Metal	73 180.9479 Ta Tantalum Transition Metal	74 183.84 W Tungsten Transition Metal	75 186.207 Re Rhenium Transition Metal	76 190.2 Os Osmium Transition Metal	77 192.22 Ir Iridium Transition Metal	78 195.08 Pt Platinum Transition Metal	79 196.96... Au Gold Transition Metal	80 200.59 Hg Mercury Transition Metal	81 204.383 Tl Thallium Post-Transition M...	82 207 Pb Lead Post-Transition M...	83 208.98... Bi Bismuth Post-Transition M...	84 208.98... Po Polonium Metalloid	85 209.98... At Astatine Halogen	86 222.01... Rn Radon Noble Gas
7	87 223.01... Fr Francium Alkali Metal	88 226.02... Ra Radium Alkaline Earth Me...		104 267.1... Rf Rutherfordium Transition Metal	105 268.1... Db Dubnium Transition Metal	106 269.1... Sg Seaborgium Transition Metal	107 270.1... Bh Bohrium Transition Metal	108 269.1... Hs Hassium Transition Metal	109 277.1... Mt Meitnerium Transition Metal	110 282.1... Ds Darmstadtium Transition Metal	111 282.1... Rg Roentgenium Transition Metal	112 286.1... Cn Copernicium Transition Metal	113 286.1... Nh Nihonium Post-Transition M...	114 290.1... Fl Flerovium Post-Transition M...	115 290.1... Mc Moscovium Post-Transition M...	116 293.2... Lv Livermorium Post-Transition M...	117 294.2... Ts Tennessine Halogen	118 295.2... Og Oganesson Noble Gas
				57 138.9055 La Lanthanum Lanthanide	58 140.116 Ce Cerium Lanthanide	59 140.90... Pr Praseodymium Lanthanide	60 144.24 Nd Neodymium Lanthanide	61 144.91... Pm Promethium Lanthanide	62 150.4 Sm Samarium Lanthanide	63 151.964 Eu Europium Lanthanide	64 157.2 Gd Gadolinium Lanthanide	65 158.92... Tb Terbium Lanthanide	66 162.500 Dy Dysprosium Lanthanide	67 164.93... Ho Holmium Lanthanide	68 167.26 Er Erbium Lanthanide	69 168.93... Tm Thulium Lanthanide	70 173.05 Yb Ytterbium Lanthanide	71 174.9668 Lu Lutetium Lanthanide
				89 227.02... Ac Actinium Actinide	90 232.038 Th Thorium Actinide	91 231.03... Pa Protactinium Actinide	92 238.0289 U Uranium Actinide	93 237.04... Np Neptunium Actinide	94 244.06... Pu Plutonium Actinide	95 243.06... Am Americium Actinide	96 247.07... Cm Curium Actinide	97 247.07... Bk Berkelium Actinide	98 251.07... Cf Californium Actinide	99 252.0830 Es Einsteinium Actinide	100 257.0... Fm Fermium Actinide	101 258.0... Md Mendelevium Actinide	102 259.1... No Nobelium Actinide	103 266.1... Lr Lawrencium Actinide

or rather...

Email deliverability

chemistry?

alchemy?

Email deliverability

- measurable, repeatable laws
- reputation is built on data
- outcomes can be predictable
- the process can be optimized

chemistry?

- probabilistic, not deterministic
- algorithms are hidden and ever-changing
- the *energy* of the relationship matters
- reputation grows through order, not formula

alchemy?

#2 THE STATISTICS

Coca-Cola
Coca-Cola

Black Friday is coming :)

let’s get ready..

Locations.

Sarbacane – Location: Hem

rapidmail – Locations: Berlin, Freiburg

Mailingwork – Location: Chemnitz

User.com – Location: Warsaw

noCRM – Location:

Signitic – Location: Lyon

4DEM – Location: Turin

User.com 2024-2025

MID-HIGH market

Sarbacane/Tipimail 2024-2025

LOW-MID market

Rapidmail 2020-2025

LOW-market

It’s not “Black Friday”

It’s not “Black Week”

it’s Q4 :)

Deliverability is all-year-long game

#3 THE FUNDAMENTALS

Enterprise
Platform
SMTP
Email clients
Customers

Enterprise
decision
Platform
segmentation
SMTP
delivery
Email clients
action
Customers

we can control it!

we can’t control it…
but we should influence it!

Sender Side
Receipient side
decision
segmentation
delivery
action
Enterprise
Platform
SMTP
Email clients
Customers
domain
strategy
value

Sender Side
Receipient side
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Sender Side
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Email clients
action
Customers
domain
strategy
value
personalization
segmentation

Sender Side
Receipient side
decision
segmentation
delivery
action
Enterprise
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Email clients
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data quality
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strategy
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segmentation
reputation
protocols
value

Sender Side
Receipient side
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segmentation
reputation
protocols
filters
blacklists

Sender Side
Receipient side
decision
segmentation
delivery
action
Enterprise
data quality
Platform
SMTP
Email clients
Customers
domain
strategy
personalization
segmentation
reputation
protocols
filters
blacklists
habits
emotions
value
decisions

all the “deliverability game” is just a tool

it’s all about communicating
the value you provide

What type of friend do you want to be?

If you were a friend...

Enterprise

👍 *The one who speaks when it matters* ***focused on people who actually care***	domain	👎 The loud one who talks non-stop, even when no one listens.
👍 *The friend who listens first, then joins the conversation with purpose and empathy.*	strategy	👎 The drunk guy at a party loud, random, overconfident.
👍 *The one who brings something valuable every time they show up.*	value	👎 The one who always wants something from you.

If you were a friend...

Platform

👍 The one who knows who's who: up to date, respectful, accurate.	data quality	👎 The one who keeps the wrong numbers in their phone and texts strangers.
👍 *The one who remembers what you like, asks about your dog, makes you feel seen.*	personalization	👎 *The one who calls everyone "buddy" because they don't remember your name.*
👍 *The one who messages the right people with the right things at the right time.*	segmentation	👎 *The one who spams the group chat with stuff no one cares about.*

If you were a friend...

SMTP

👍 *The one whose word means something because they've earned trust over time.*

reputation

👎 *The friend who forwards every rumor people stop believing them.*

👍 *The one who introduces themselves politely every time: SPF, DKIM, DMARC style.*

protocols

👎 *The one who never says hello properly just barges in.*

It’s a living ecosystem

strategy
segmentation
data quality
quality,
well targeted content
domain
reputation
credibility
filters
blacklists
deliverability
emotions
decisions
data

strategy
segmentation
data quality
quality,
well targeted content
domain
reputation
data
credibility
raising
credibility
positive
reactions
emotions
decisions
deliverability
filters
blacklists

strategy
segmentation
data quality
quality,
well targeted content
domain
reputation
data
credibility
raising
credibility
positive
reactions
emotions
decisions
BETTER
deliverability
filters
blacklists

Best slides on this webinar ⏭️

strategy
segmentation
data quality
domain
reputation
credibility
filters
blacklists
deliverability
emotions
decisions
data

strategy
segmentation
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Let’s communicate our “non-active”!

SENT	OPENED	CLICKED	BOUNCES
524282	4%	4%	9858

✅ 26 000 opens!

✅ 1175 clicks!

🛑 7773 hard bounces

🛑 500 000 emails with no reaction

Let’s “clean the old emails base”

SENT	OPENED	CLICKED	BOUNCES
734885	6%	3%	81484

✅ 47 000 opens!

✅ 1570 clicks!

🛑 73 546 hard bounces

🛑 700 000 emails with no reaction

#4 THE TECHNOLOGY

Use the data!

Target active recipients

Use the data!

Target the right audience

Use the data!

Don’t be too pushy...

Use the data!

Monitor the feedback

Email performance

Add widget +

Unsubscribe 7 days	Unsubscribe 30 days	Unsubscribe 90 days	Unsubscribe 180 days
4466	6713	12609	19911
+467% than previous period	+125% than previous period	+71% than previous period	+38% than previous period

Emails sent 7	Email sent 30	Email sent 90	Email sent 180
876075	2705267	7558532	14317680
+41% than previous period	+6% than previous period	+11% than previous period	+31% than previous period

Unsubscribe 30 daily

Use the tools!

Controlled orchestration

- start with active to show the engagement to the algorithms
- smooth the volume and avoid bursts ~like 100k in 1 minute
- diagnostic precision
- inactive are still **verified!**

Use the tools!

Verifying instead of trying!

emails	**1627**
invalid format	2
duplicates	6
toxic emails	~ 117
bounce estimate	**46.4 %**

Your list definitely needs cleaning

Verification + Toxicity	1621 credits

deliverable	**800**
risky	**144**
undeliverable	**634**
unknown	**49**

Toxicity Check

Toxicity Score 1	10 (0.61%)
Toxicity Score 2	20 (1.23%)
Toxicity Score 3	46 (2.83%)
Toxicity Score 4	9 (0.55%)
Toxicity Score 5	5 (0.31%)

Bonus: Announcement + Demo

Q&A

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