

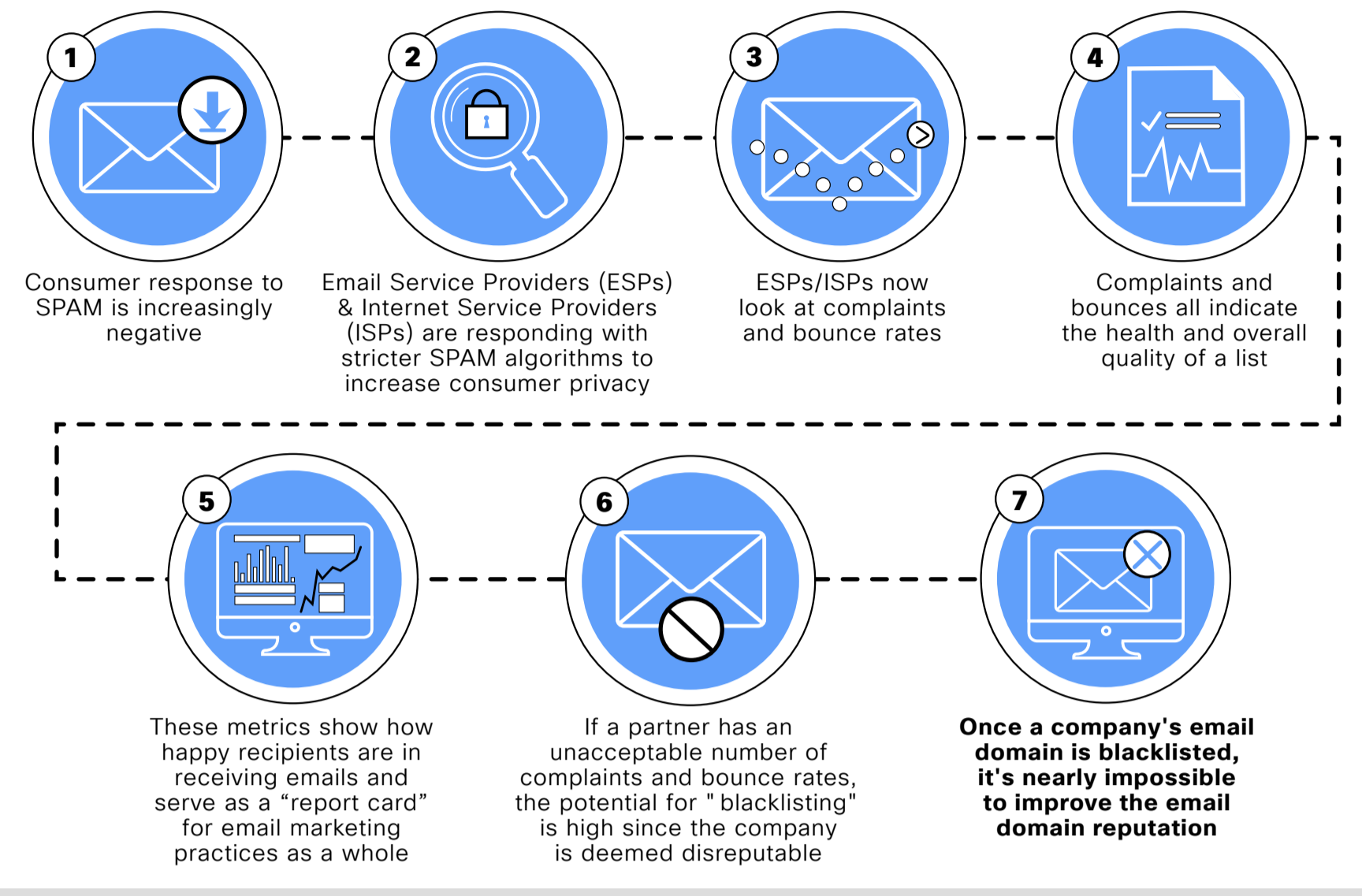


WHAT'S YOUR ONLINE HEALTH AND REPUTATION?

The landscape of email marketing is significantly changing. Compliance and customer privacy is becoming increasingly important to Email and Internet Service Providers. *What are your key metrics telling you about the health and reputation of customers and prospects in your data base?*

EMAIL MARKETING JOURNEY LANDSCAPE:

Improved health leads to higher deliverability! The new partner marketing central focuses on good list hygiene, which results in better deliverability and greater impact on customers.



THE KEY METRICS OF PARTNER'S REPUTATION & HEALTH: COMPLAINTS AND BOUNCES

COMPLAINT

DEFINITION: Indicating that an email is SPAM.

EXPECTED RESULTS: 0%

SHOULD NEVER EXCEED: 0.1%

HARD BOUNCE

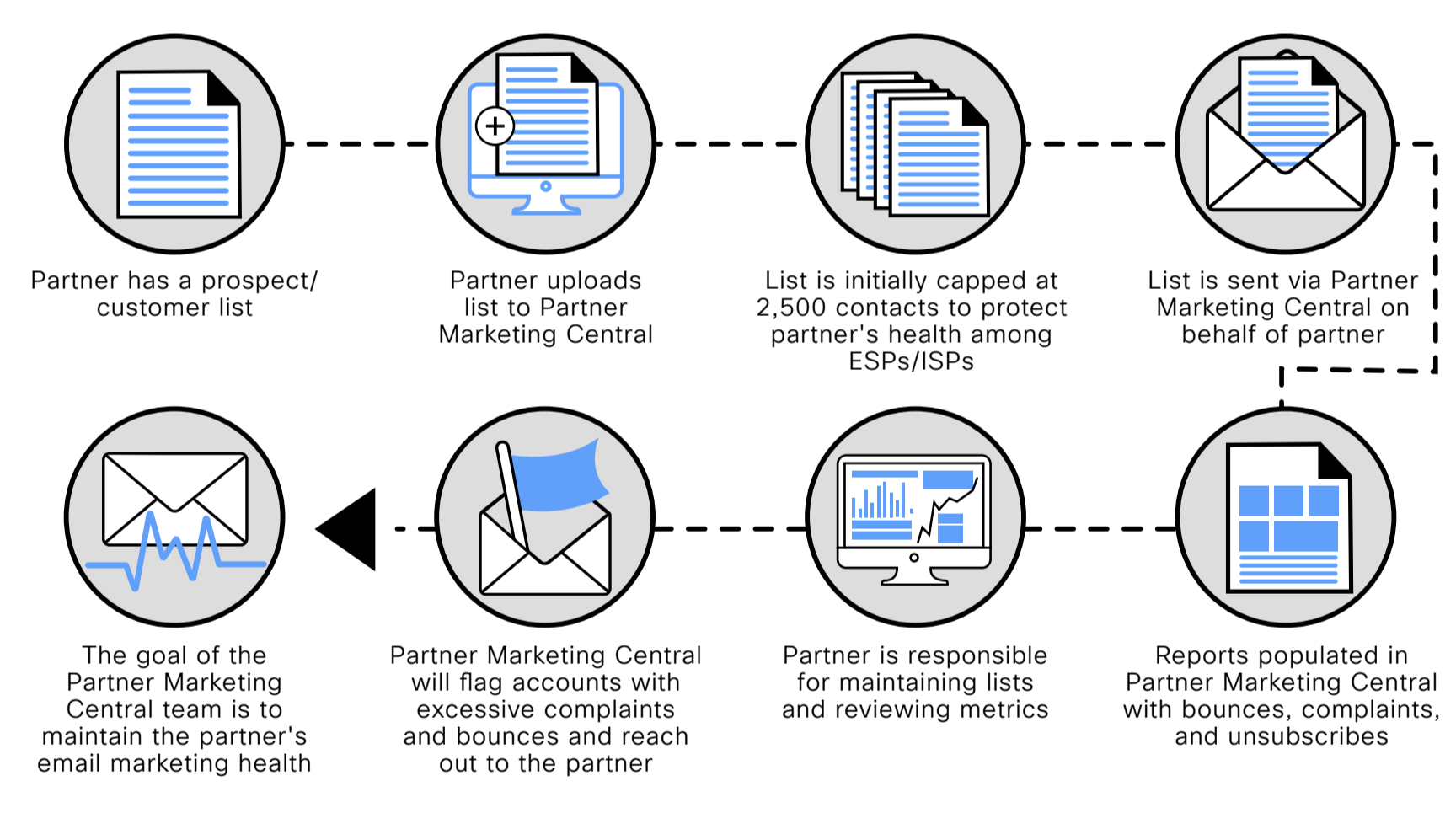
DEFINITION: Sending an email to an address that does not exist. Results in the email being undeliverable.

EXPECTED RESULTS: 0% - 1%

SHOULD NEVER EXCEED: 5%

EXCEEDING THESE THRESHOLDS CONSTITUTES AN UNHEALTHY EMAIL MARKETING STRATEGY

PARTNER MARKETING CENTRAL HELPS THE PARTNER MAINTAIN EMAIL MARKETING REPUTATION:



GOOD EMAIL HYGIENE LEADS TO AN INCREASE IN EMAIL CREDITS

WAS THE EMAIL FLAGGED BY PARTNER MARKETING CENTRAL?

NO

- Partner has demonstrated a healthy email database - list is updated regularly and partner has not exceeded compliance criteria.
- Partner can reach out to Partner Marketing Central and request an increase in email credits.
- Partner should continue best practices around email marketing to maintain email list credit size. This includes constant monitoring of performance metrics for complaints and bounces.

YES

- If a partner's account is unhealthy and warrants intervention then Partner Marketing Central indefinitely suspends partner email capabilities. This is to protect the domain from blacklisting.
- The goal of Partner Marketing Central's team is to maintain the partner's email marketing health.
- The Partner Marketing Central team will reach out to the partner and conduct an audit. [LEARN MORE HERE >](#)
- Partner will need to engage Partner Marketing Central to discuss list quality. Partner Marketing Central may be able to lift suspension.
- Going forward, partner maintains reputation by monitoring the key email metrics.
- Once partner shows a consistently healthy email practice, partner may request an email credit increase.

KEY CONSIDERATIONS FOR EFFECTIVE EMAIL MARKETING

- In Partner Marketing Central, it is the partner's responsibility to monitor bounces and complaints to avoid suspension. The Partner Marketing Central team will not send an early warning regarding eminent suspension.
- Maintain CRM and email database regularly, removing bounced email addresses and monitoring complaints.
- Utilize Partner Marketing Central's "Opt-In" confirmation for each list upload.
- Consult your VPMM or PMM for email marketing best practices.

QUESTIONS? Reach out to support@ziftsolutions.com or contact your PMM/VPMM