

How to prepare for Google + Yahoo's new email requirements

WEBINAR



Your Hosts



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Agenda

- Introduction & update on NHI (Non-Human Interaction, aka click bots)
- Deliverability best practices & how to minimize the impact of NHI
- Google + Yahoo's new inbox protection requirements & how to prepare
- Q&A

NHI (Non-Human Interaction) aka click bots

60%
of clicks
come from
non-human
sources.

*Source: Omeda client data average,
Jan-Sep. 2023.*

Not tracking click bot activity can:

- distort your marketing metrics, including your conversion funnel
- Incentivize you to make poor strategic decisions
- complicate attribution
- hurt advertising ROI
- threaten email deliverability



How we track NHI

Omeda automatically removes click bots from all email reports. The chart outlines indicators of click bot activity.

Our **Clickbot Detail Report** lists every negated click for a deployment and the reason it was flagged.

What we look for	What we remove
Two clicks within 2 seconds	Offending Click
10+ clicks within 30 seconds	All Clicks
Percentage of fake clicks exceeds 50%	Some Clicks
Number of unique source IP address exceeds 12	All Clicks
Total number of clicks received exceeds 200	All Clicks
Number of unique user agents exceeds 9	All Clicks
User agent of click is within pre-defined list	Offending Click
Source IP address of click is within Ignored IPs list	Offending Click
Source IP address of click is within pre-defined list	Offending Click
Link was clicked 5 seconds after send	Offending Click

Omeda client FAQs & recommendations

- 1** Q: Why do we see more click bot activity from non-newsletter email types?
A: Make sure you're targeting based on valid clicks and engagement, especially for email types you don't frequently send from.
- 2** Q: When clicks seem high, how can I find out if they're from click bots?
A: Omeda's [Clickbot Detail Report](#) can provide this information.
- 3** Q: How can I suppress specific IPs used by security/spam filters?
A: Use the Ignored IP option to suppress IPs you have identified as belonging to spam filters.

Google + Yahoo's new inbox protection requirements & how to prepare

In **February 2024**, Google and Yahoo will release new email authentication requirements. We'll go over what you need to know for each of the following new rules:

1. Authentication methods
2. Spam threshold
3. Unsubscribe requirements

New rule #1: Authentication methods

- ▶ Set up SPF, DKIM and DMARC authentication, and valid forward/reverse DNS records

Why it matters: These authentication methods verify your identity as a sender and help emails delivered to the inbox.

Takeaway for clients: Omeda sets this up on behalf of clients. No action needed if you are a current client.

Takeaway for non-clients: Verify your email service provider authenticates your domain on your behalf. If they don't, set it up yourself or switch to one that does ASAP.

New rule #2: Spam threshold

▶ Don't exceed Google's spam threshold of 0.3%

Why it matters: This protects your recipients from unwanted and suspicious emails.

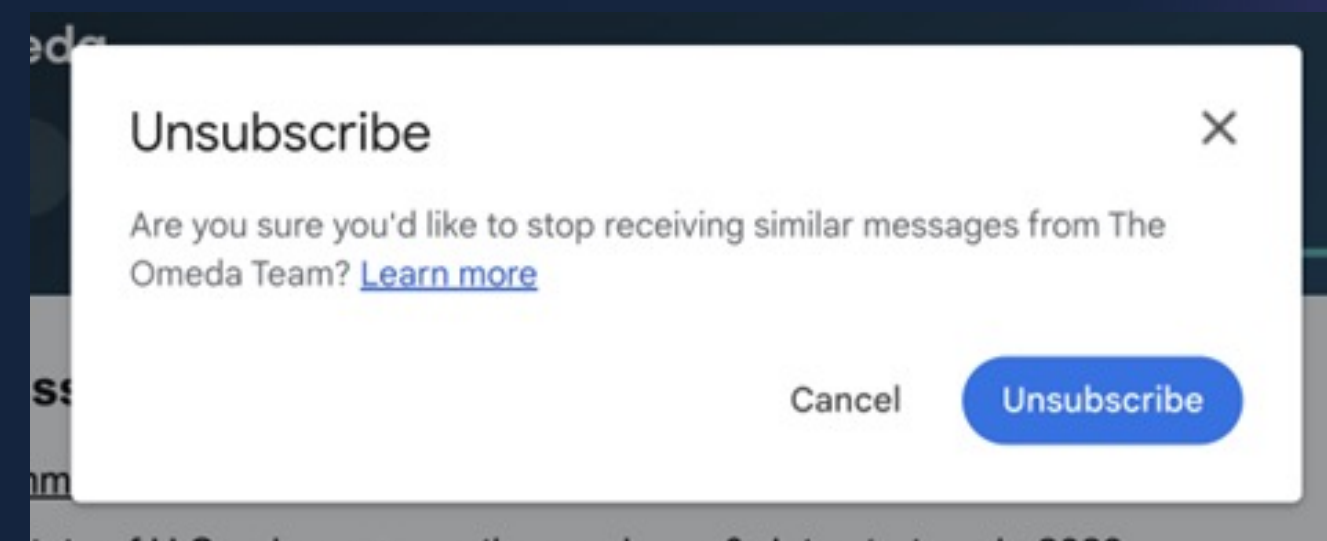
Takeaway for clients: No real action needed. Google's threshold sounds intimidating, but it's less strict than Omeda's target spam rate (we consider 0.1% good), and this isn't a new requirement – it's just going to be enforced more closely. If you're following best sending practices, you shouldn't have an issue.

Takeaway for non-clients: Focus on keeping your lists clean through re-engagement campaigns and list hygiene – and maximizing engagement through segmentation, personalization, and effective use of your audience data.

New rule #3: Unsubscribe requirements

► Make it easy to unsubscribe

Why it matters: Your recipients should be able to have full control of their inboxes and stop communications from you.



Takeaway for clients: No action needed. Google and Yahoo allow recipients to unsubscribe via "list-unsubscribe mailto." The recipient clicks the unsubscribe link next to the sender name in the email. Right now, both providers say this is allowed under their requirements.

Takeaway for non-clients: Verify that your email service provider offers one-click unsubscribe/list-unsubscribe mailto and that requests are processed within two days.

Summary: Deliverability best practices



Authenticating domains will help ensure that emails reach your audience's inbox.



Target strategically. Sending to an engaged audience will improve your metrics AND your sender reputation PLUS it will reduce the likelihood of non-human traffic



Keep a close eye on your email data and address known issues in a timely fashion.



Questions?



Helpful links

- Gmail Announcement [\[link\]](#)
- Yahoo Announcement [\[link\]](#)
- Omeda: How to improve email deliverability [\[link\]](#)
- Omeda Q3 2023 Email Engagement Report [\[link\]](#)
- M3AAWG: Nonhuman interactions [\[link\]](#)



Thank you!

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