2021

B2B Marketing

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Project Background

The key to a strong email deliverability strategy lies in consistency and continuous improvement. And, as technology and email filters become increasingly more sophisticated and attempt to manage what's relevant to the recipient and what's not, getting an email in front of your target audience is becoming more of a challenge every day.

This success story focuses on B2B Marketing and their drive to improve deliverability through meaningful engagement, list quality, and emails that inspire opens.

Goals

B2B Marketing's goal was to clean up their weekly newsletter list and leverage engagement data to build back sender reputation, improve inbox placement, and grow net unique opens.

By leveraging first-party data and email engagement metrics that Omeda stores, many clients are able to improve their deliverability metrics and exceed their engagement goals.

Process | The Omeda Solution

To achieve the goals set by B2B Marketing and Omeda, a 3-step process was implemented:

1 B2B Marketing utilized Omeda's integration with Fresh Address to do a one-time validation of their recipient list and remove the invalid and damaging email addresses from all sends.

2 Next, they suspended 78,000 names from their weekly sends who did not meet their new, vigorous engagement criteria, and instead sent these contacts a re-engagement series giving them the option to opt back in and select their preferred content.

3 Lastly, B2B Marketing committed to using ongoing behavioral data as part of their weekly newsletter query so it only sent to people who had an email open on file in the last 9 months. Any contacts that fell out of this range were targeted with another re-engagement email.

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Success

Since conducting this re-engagement campaign and cleaning up their subscriber list, B2B Marketing and Omeda achieved some meaningful results:

- Gained 10k new unique opens to their weekly newsletter, growing their unique open rate by 2.8% in the first 2 months of implementation.

- Converted 2% of their unengaged, removed audience back to engaged. These were then added back to B2B Marketing's weekly sends.

- Cleaned their recipient list and retained nearly 70% of the original list.

A Note on Apple Mail's Recent Changes
While email opens are still a good metric, it's important to monitor your reports for any noticeable changes in open rates. You can also consider additional engagement metrics such as clicks, website visits, form submits, etc. For more information on Apple Mail's MPP, check out our recent blog post and subscribe to our newsletter for the latest updates.

If email deliverability is a challenge for your organization, start by asking yourself:

- Is your overall delivery below the Omeda average (97%)?

- Are your open rates low (<14%)?

- Do you have corporate domains that are reporting 0 bounces, 0 opens, 0 clicks, 0 unsubscribes?

- Have recipients complained that they don't see your emails?

If you're looking for actionable strategies as you work towards email deliverability, Omeda can help.
Please reach out to your client success manager or to **sales@omeda.com**

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