



Engage and grow your audience with professional solutions for your media business



As a professional media business, it doesn't matter how exciting your content is if you can't reach and engage your audience.

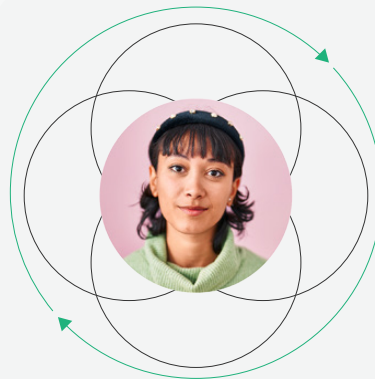
To many media leaders' surprise, the culprit is their email service provider, which is holding them back from growing their audience and revenue. Without a first-party audience data strategy, you're limiting your ability to deliver relevant and personalized content that truly resonates with your audience, reducing your deliverability.

Professional media businesses require a reputable email solution with the platform, tools, and expertise to securely and consistently deliver emails with high deliverability rates. And by integrating your email solution with a Customer Data Platform (CDP), you maximize the value of your most critical asset—your audience.

A CDP integrated with a robust email solution enables you to ensure high deliverability rates, capitalize on your first-party audience data, personalize content for higher engagement, and connect your workflows to grow and engage your audience.

What is a Customer Data Platform?

A Customer Data Platform is software that centralizes data sources, touchpoints, and interactions with your products or services. The data is standardized and deduped upon entry. This creates a single, current, and complete record of each audience member, which enables audience segmentation to satisfy various business objectives.



Navigating email deliverability challenges

Email deliverability directly impacts audience reach and is a key consideration as you navigate solutions. Recent changes by Google, Apple, and security products have made it even more urgent for professional media companies to find a reputable solution to grow their audience and business. You must avoid email providers that share IP and are also used by bulk email senders. Their email bad habits will impact your email deliverability.

If your email service provider and their customers aren't adhering to sender best practices and proactively helping you maintain your deliverability, these changes will prevent you from effectively reaching your audience. The biggest changes to email deliverability from Google, Apple, and security products are:

- Google requires all bulk senders to authenticate their domains by following a set of documented best practices. Messages that aren't authenticated will be rejected or marked as spam.
- Google tightened enforcement of its spam threshold of 0.3%, and senders exceeding this number may not deliver their emails.
- Google requires bulk senders to offer a one-click unsubscribe button in their messages and process unsubscribes within two days.
- Rise in click bots from email security software.

- Apple will begin using on-device intelligence to sort incoming messages into folders, similar to how Google already places messages into primary, promotions, and spam folders. The most urgent emails—like boarding passes and event information—will surface at the top of recipients' inboxes, while newsletters and promotions get filtered into secondary folders.
- Apple inboxes will show AI-generated summaries of emails rather than the pre-header text you've written.

If you're currently using or considering email service providers such as MailChimp, Constant Contact, or SendGrid, know that spammers, scammers, and fraudsters run rampant on those platforms. They damage the reputations of those providers and yours and cause Google and Apple to mark your emails as spam automatically. That reduces email deliverability and diminishes the trust you've built with your audience.

To maximize your email deliverability, Omeda compiled an essential list to improve and protect your emails from going to spam and being rejected by ISPs. [Omeda compiled an essential list to improve and protect your emails.](#)

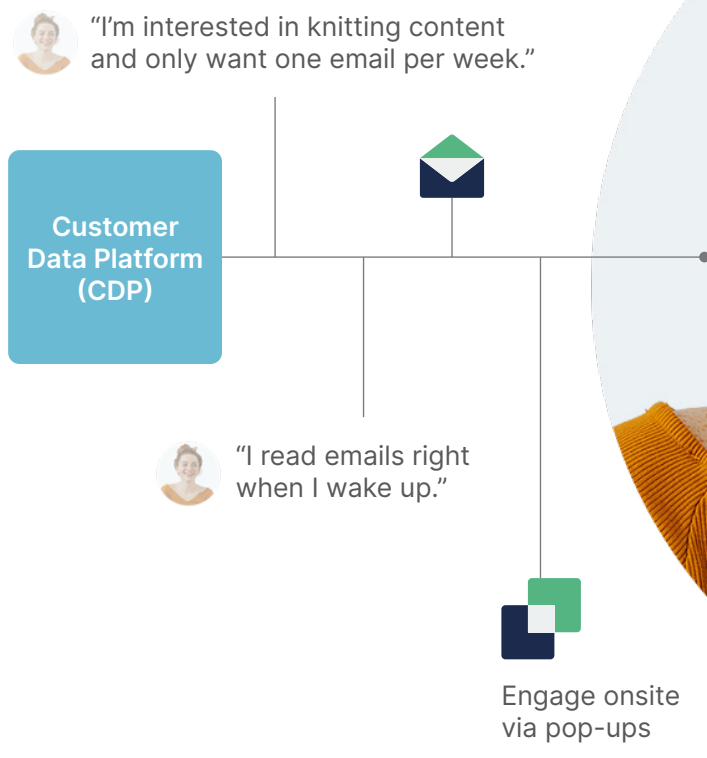


Personalization is critical to engaging audiences and increasing deliverability

Audience attention and engagement are not one-and-done events. If you're not consistently delivering relevant messages and content to your audience in return for their attention, you'll lose them and the revenue they generate. Unengaged audiences also reduce your email deliverability.

A highly engaged audience leads to greater email deliverability to scale your business. And as your audience scales, a CDP makes it easier to validate email addresses and remove inactive subscribers to improve and protect your hard-earned email deliverability rates.

But, most email service providers don't provide the tools necessary to own and manage your first-party audience data for email personalization. That's the value of a CDP. CDPs capture audience data from all your touchpoints and channels, enabling audience segmentation and email personalization based on profiles, behaviors, and interests. As you capture more data, you can refine your targeting and emails, further driving engagement. A CDP also enables you to orchestrate audience re-engagement campaigns onsite via pop-ups, so you can bring them back without affecting deliverability.

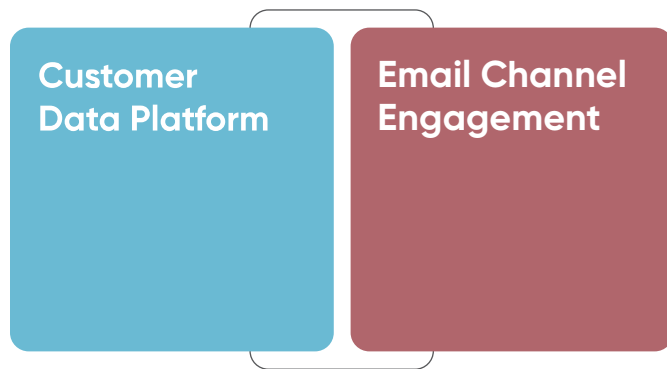


Omeda's Integrated Email Channel Engagement and CDP Solution

Omeda's Integrated Email Channel Engagement and CDP solution—built for professional media, publishers, and content creators—has the platform, tools, and expertise to sustainably grow and engage your audience, build trust and loyalty, and drive revenue faster. Our email tools put your deliverability at the forefront with real-time performance and delivery management reporting, and representatives that proactively monitor your email deliverability and intercede with ISPs on your behalf if necessary.

In fact, according to our quarterly email benchmark report, Omeda clients consistently see a 98% deliverability rate and a 33% unique open rate due to proactive monitoring and reporting.

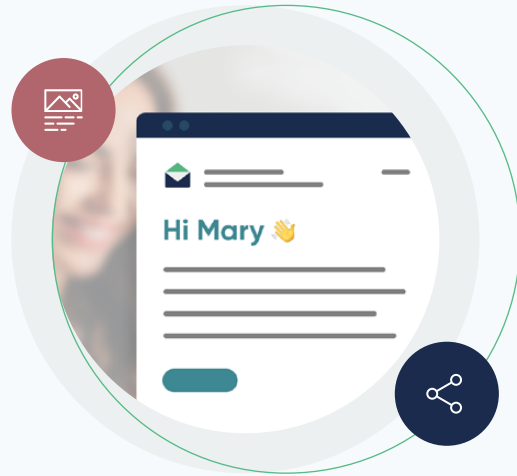
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Key Email Channel Engagement Features:

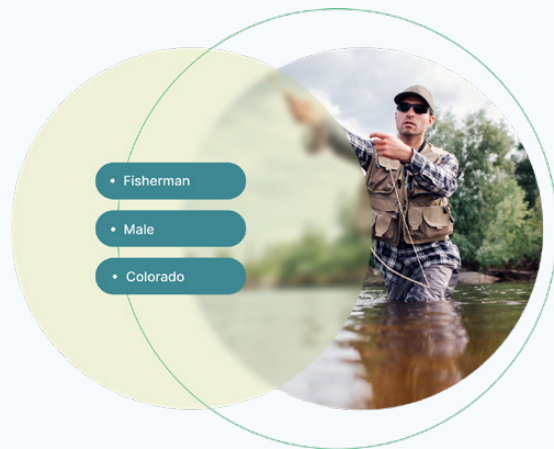
- Automatic bot click removal from reports
- A trustworthy sending reputation among ISPs
- Deliverability monitoring and representatives that will intercede with ISPs on your behalf
- Email building, sending, and automation to reach your audience
- Dynamic email content to send more relevant emails
- Audience filtering to reach the right audience
- Smooth integrations with your preferred systems (subscription management tools, event platforms, etc.)
- Comprehensive real-time reporting that goes beyond opens and clicks to tell you whether each link, CTA, and asset is contributing to conversions

Omeda's CDP integrates seamlessly with Email Channel engagement to capture first-party audience data from every email and touchpoint. You automatically get one profile for each audience member, alongside complete, accurate, and in-depth information on their email preferences and engagement, interests, and behaviors to segment your audience and tailor communications.



Key CDP Features:

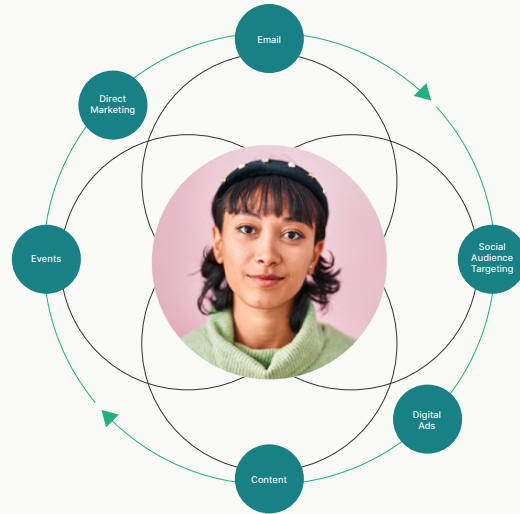
- Data ingestion, organization, and structure to easily aggregate your data
- First-party audience database to own, manage, and activate your audience
- Dynamic audience segmentation to tailor your communications
- Content recommendations onsite and via email
- Web behavioral tracking to capture more first-party audience data
- Integrated with Email Channel Engagement for a seamless workflow



The benefits of an Email Channel Engagement and CDP solution include:

- Grow your audience and revenue faster with a single view of your audience to create relevant, personalized experiences
- Increase deliverability with opted-in and verified emails through an integration with Atdata, and complete audience profiles powered by Omeda's trusted sending reputation
- Deliver more personalized communications and improve engagement through dynamic audience segmentation and content recommendations
- Strengthen your audience relationships and trust by understanding and respecting their interests and preferences
- Maintain deliverability rates by re-engaging inactive audiences via onsite pop-ups

Furthermore, our expert team of media, audience, and marketing professionals will guide you through implementing email best practices to increase performance and the intricacies of successfully managing a professional media business.



Ready to improve your reach and deliverability of your emails? Get started with a consultation.

Get a Demo



About Omeda

Omeda is a SaaS provider delivering the platform and expertise required to maximize the value of media and publishing businesses' most critical asset — their audience. The platform of choice for B2B and B2C professionals, Omeda's integrated solution, which includes a customer data platform, workflow automation, email automation, and subscription management, provides the professional tools and controls required to maximize a media business' diverse revenue streams, power 24/7 audience development, and orchestrate precise targeting for measurable results. Our platform is built by passionate audience pros, workflow masters, and data nerds who partner with our customers to grow and thrive in a disruptive media world.

For more information visit
omed.com

Request a demo at
omed.com/demo