

# Optimizing Emails so Customers Receive...Read...Respond

## Successful emails...more than just compelling copy

It's important to have the right message in your email messaging...content that sets you apart from your competition. But even more important is making sure your message is received and read. Did you know 20% to 33% of legitimate emails don't make it into the inbox? \*

## The six keys to optimization

ClickMail works with you to get more of your emails into inboxes and read. There are several aspects to ensuring your message is getting through. That's why we assess these six key areas:

- **HTML Coding**
- **Content**
- **Layout/Format/Design**
- **Rendering**
- **Personalization/Relevance**
- **Authentication/Reputation**

## ...❖ HTML Coding

ClickMail can ensure your emails are in the correct and most current compliant HTML code (W3C and WDG). This basic process plays a large role in SPAM filtering. A misstep here can cause even requested communication to either get misdirected to a SPAM folder or not get delivered at all...which means your intended receiver never even sees your email.

\* Source: ClickZ Network / Pivotal Veracity

## ...❖ Content

It is still about content...not only effective messaging, but avoiding terms and phrases that can trigger various filters to throw your email into the junk folder. ClickMail helps you track what content works and what should be avoided.

## ...❖ Layout/Format/Design

Proper design and layout means increased ROI on your eMarketing efforts. We understand that layout and design for email is unique and assist you in creating the most effective design.

## ...❖ Rendering

No matter which program your customers use—Outlook, AOL, Hotmail or something else—we'll help you format your emails so you know exactly what they'll look like—in your customer's eyes—when received. Having links and images are great, but only if they load quickly and correctly. With ClickMail all your images, links and redirects can be verified to work accurately and load in a timely manner before the email is sent. That means no surprises, better delivery and fewer frustrations for your customers.

## ...❖ Personalization/Relevance

The real gauge of a successful eMarketing campaign is your customer's response. The more personal and relevant your message is, the greater your chances of a positive response or conversion. ClickMail helps



## "Unparalleled Understanding..."

*"Providing rich content via email is no small task, it is a very technical email campaign to design and deploy... The ClickMail Marketing team has not only been able to recommend the optimum platform for delivery, they have been able to contribute other... components that were previously overlooked. They simply have an unparalleled understanding of the space and are happy to share information, collaborate on projects and give access to their resources."*

**Cameron Kane**  
President  
Strategic Design Group

**To get the right email platform, take your eMarketing delivery to the next level, and get a greater ROI, call ClickMail Marketing at 866-418-4877 or visit us at [www.ClickMailMarketing.com](http://www.ClickMailMarketing.com)**



you find the perfect platform that provides the level of customization appropriate for your customers.

## ...✦ Authentication/Reputation

These days, more ISPs are verifying incoming messages before delivering them to an inbox. Once a sender has been authenticated, many providers tie a reputation score to the message. ClickMail will work with your IT team to ensure your SPF (sender policy framework) records are compliant. We also assist your marketing/IT team in getting "whitelisted" with the largest ISPs to ensure that your emails are authenticated and delivered.

## Get better results with new or existing campaigns

Along with content optimization, we provide the ongoing support, continual evaluation and trend watching through our email delivery, deployment and consulting services. So, whether you want to improve your existing campaigns or create one from scratch, ClickMail has the expertise, experience and resources to increase your ROI.

Get more emails into customers' inboxes:  
Call us at 866-418-4877.

*To get the right email platform, take your eMarketing delivery to the next level, and get a greater ROI, call ClickMail Marketing at 866-418-4877 or visit us at [www.ClickMailMarketing.com](http://www.ClickMailMarketing.com)*

