



TRAINING PROGRAM

Fundamentals of Email Deliverability



Objectives

Learn how an email is sent; the difference between email streams and their functions. Understand and assimilate the basics of email deliverability, good sending practices and the main reputation indicators.

Duration

3h30

Audience

Operations

Fundamentals of Email Deliverability

Sending an email

- The SMTP communication protocol
- The difference between Webmails and ISPs

Deliverability

- Sender Reputation
- Contact lists
- The content of emails
- Sending behavior
- Data quality

Different types of emails

Best practices

- IP warm-up
- Effective targeting
- Personalized content
- Potential challenges

Reputation indicators

- IP addresses and domain names
- Spam Percentage
- Status of Sending IP Address
- Filters & blacklists

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