

ACTIVATE **19**

The Growth Marketing Conference

Convert More: Improving Your Data & Deliverability Strategy

Will Conway, CEO

Nick Schafer, Deliverability Engineer

—
@mailgun

Patrick Butler

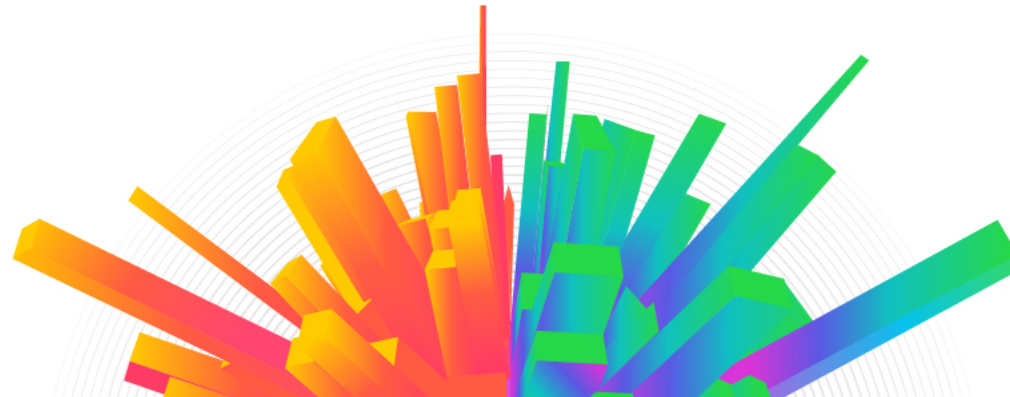
Chief Product Officer

—
Talent Inc.

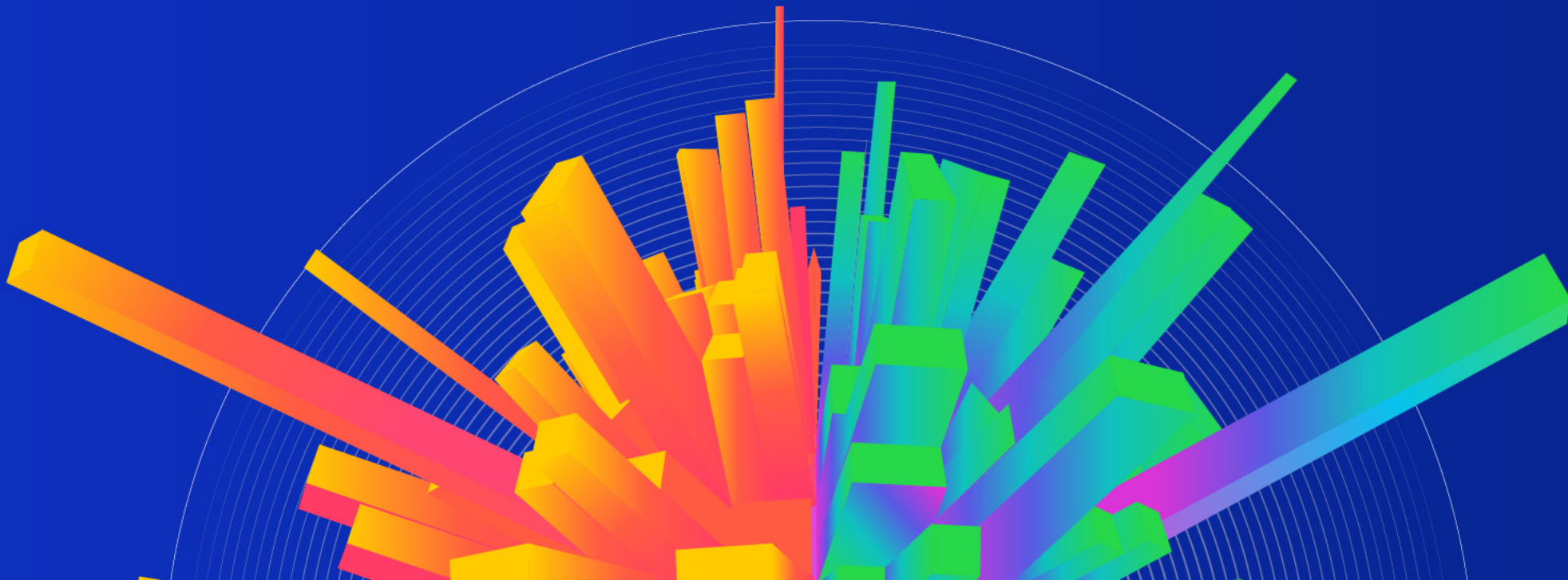
Presented by: iterable

Our Agenda

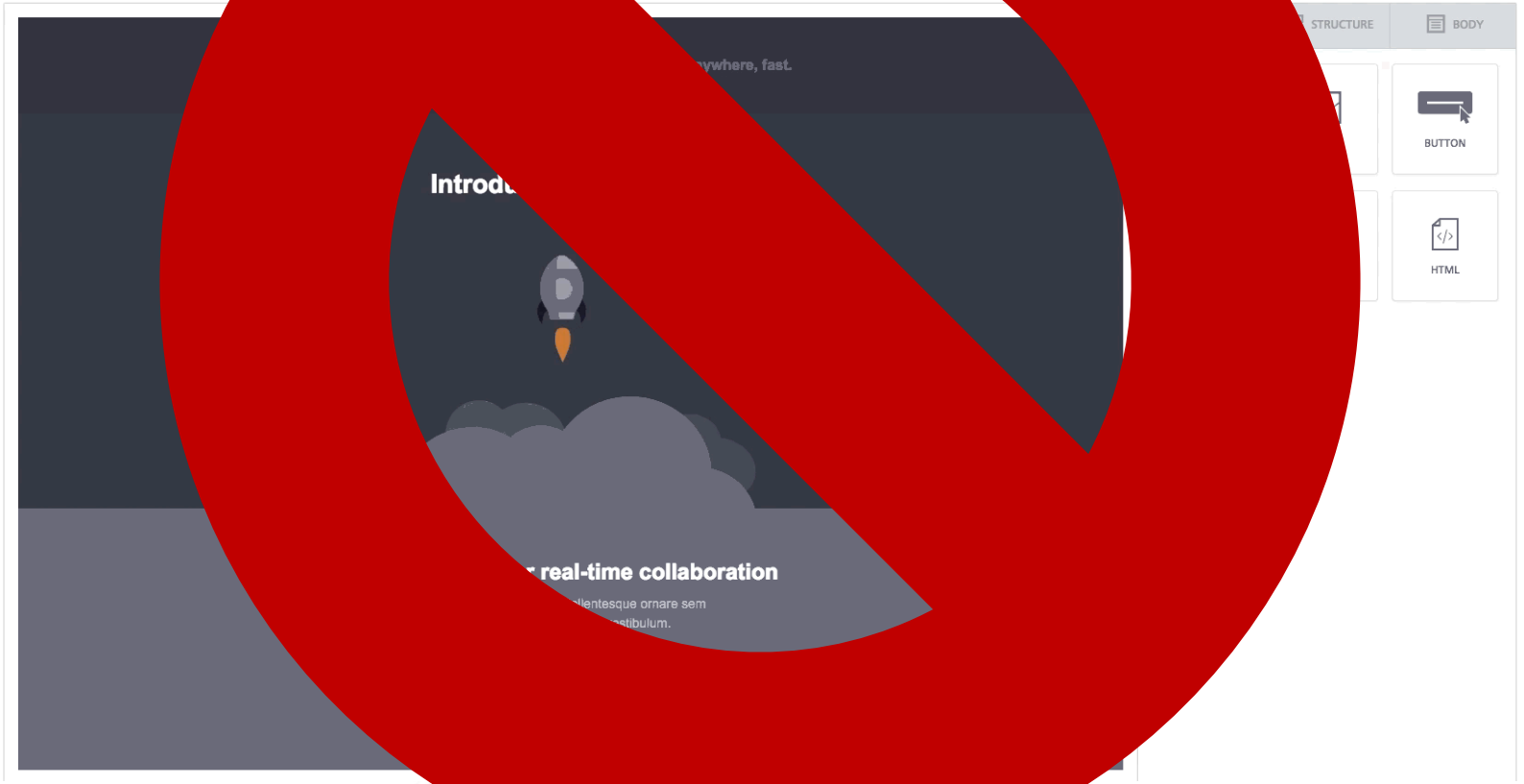
1. What are the most important factors driving your conversions?
2. How you make your emails more successful with data
3. The Email Playbook – putting it all together



What are the most important factors driving your conversions?



Your Email Te



Your Content



Your List Size

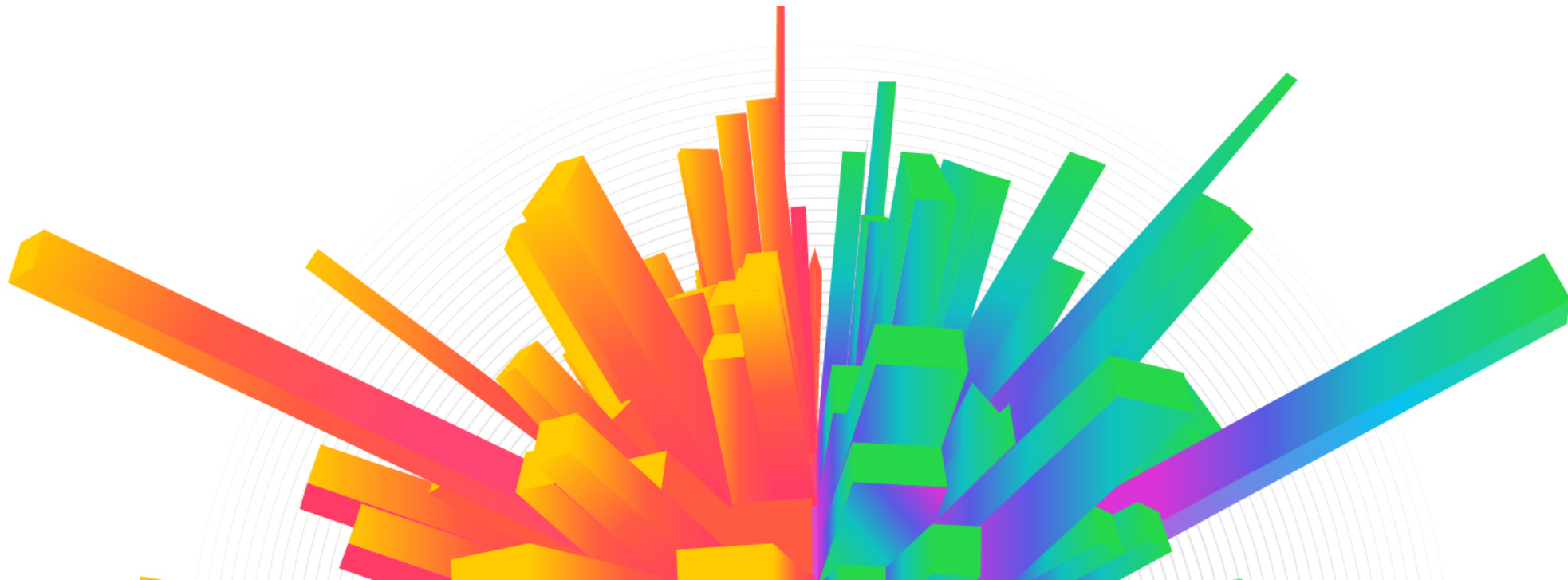


The 2 Most Important Factors

DELIVERABILITY & DATA

Deliverability: Your Most Important Metric

Part I of A Winning Email Strategy

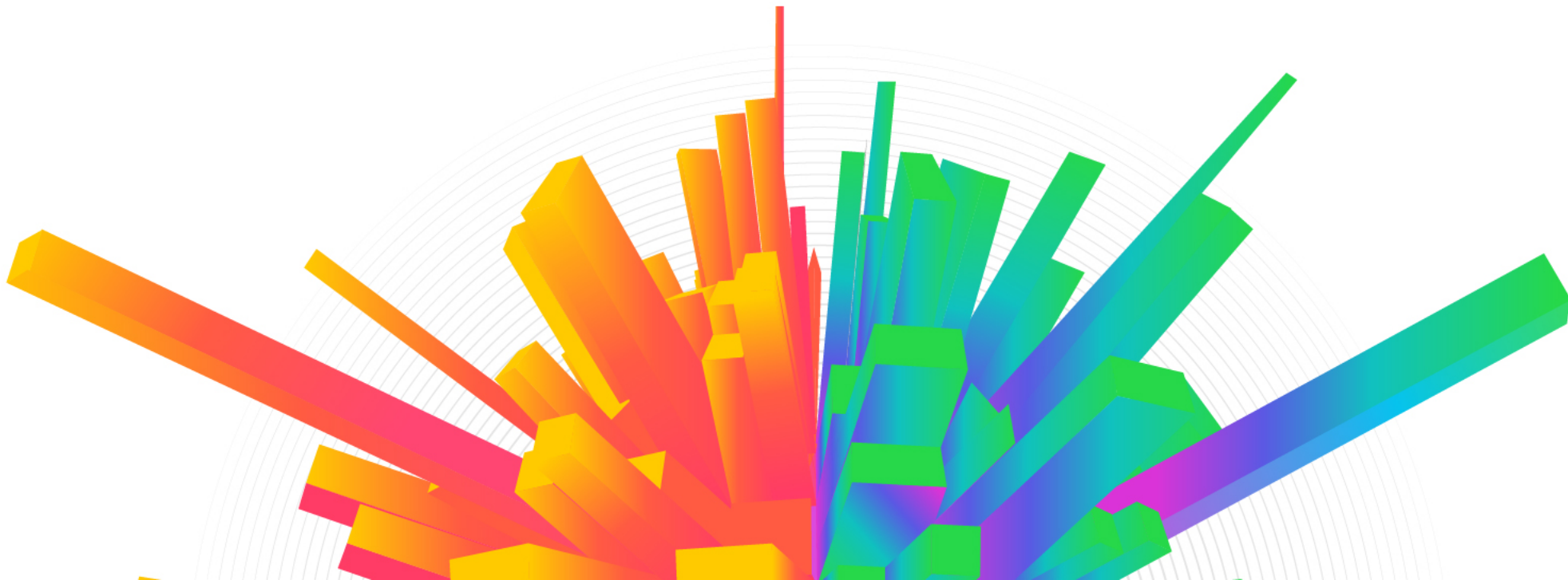


Why is deliverability so important?

- Loss of revenue
- Wasted marketing efforts
- Increased support
- Brand reputation
- Customer loyalty











How can you boost your deliverability?



Know where you are to get where you're going

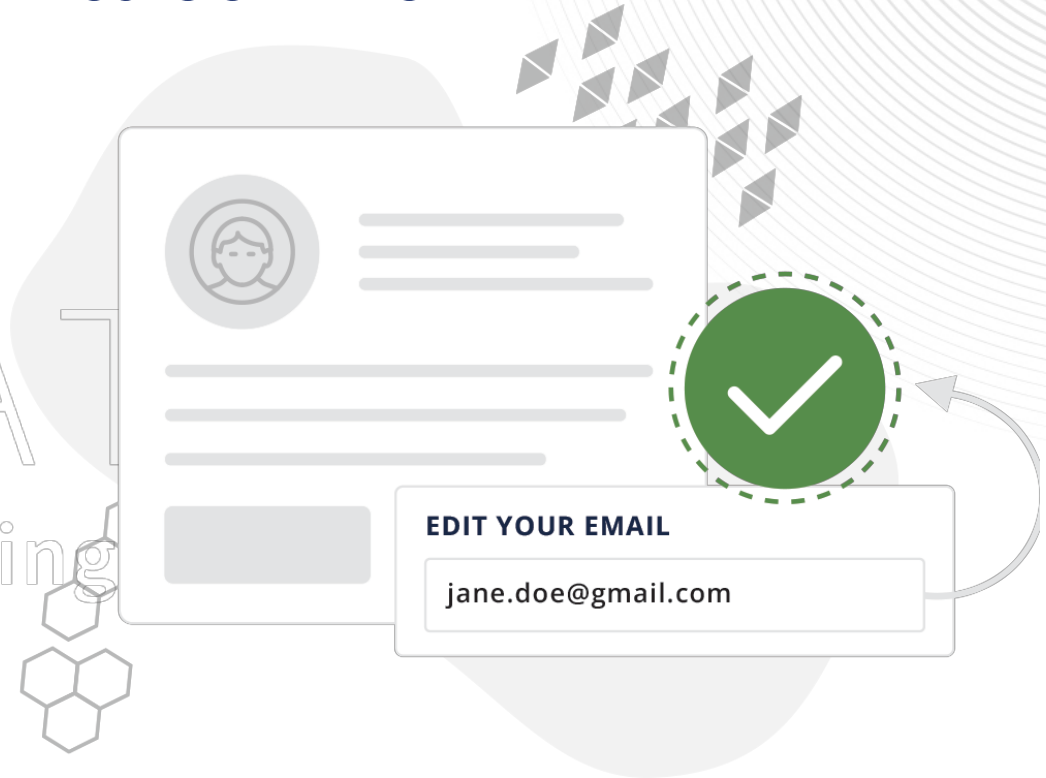
- Delivery performance across mailbox providers
- Spam complaint rate
- Engagement metrics
- Domain & IP reputation

Mailbox Providers

	Delivered	Opens	Clicks	
	97.64% 227,457	11.13% 25,320	4.83% 10,986	
	98.65% 99,042	15.26% 15,117	5.86% 5,806	
	99.52% 3,369,719	7.04% 237,245	1.93% 64,904	
	98.99% 626,752	12.13% 76,047	4.25% 26,646	

Capture higher quality contact info

- Are your signup forms protected?
- Do you know which emails on your list are high risk?
- Email validation is an easy way to get higher quality addresses from the very beginning

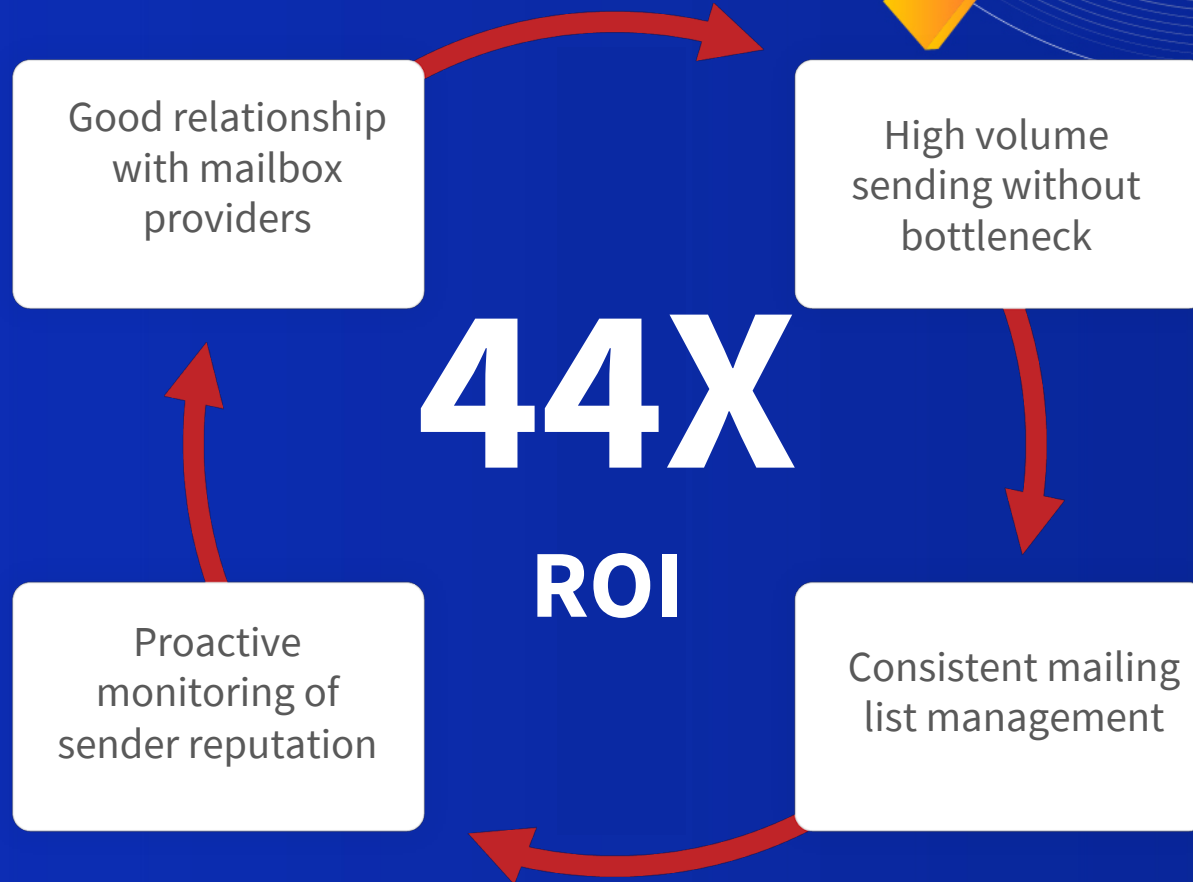


Check your email infrastructure

- Partner with your ESP
- Always warm up your IPs over time
- Ensure you're following proper authentication protocol
- Get rid of bottlenecks
- Monitor blacklists regularly

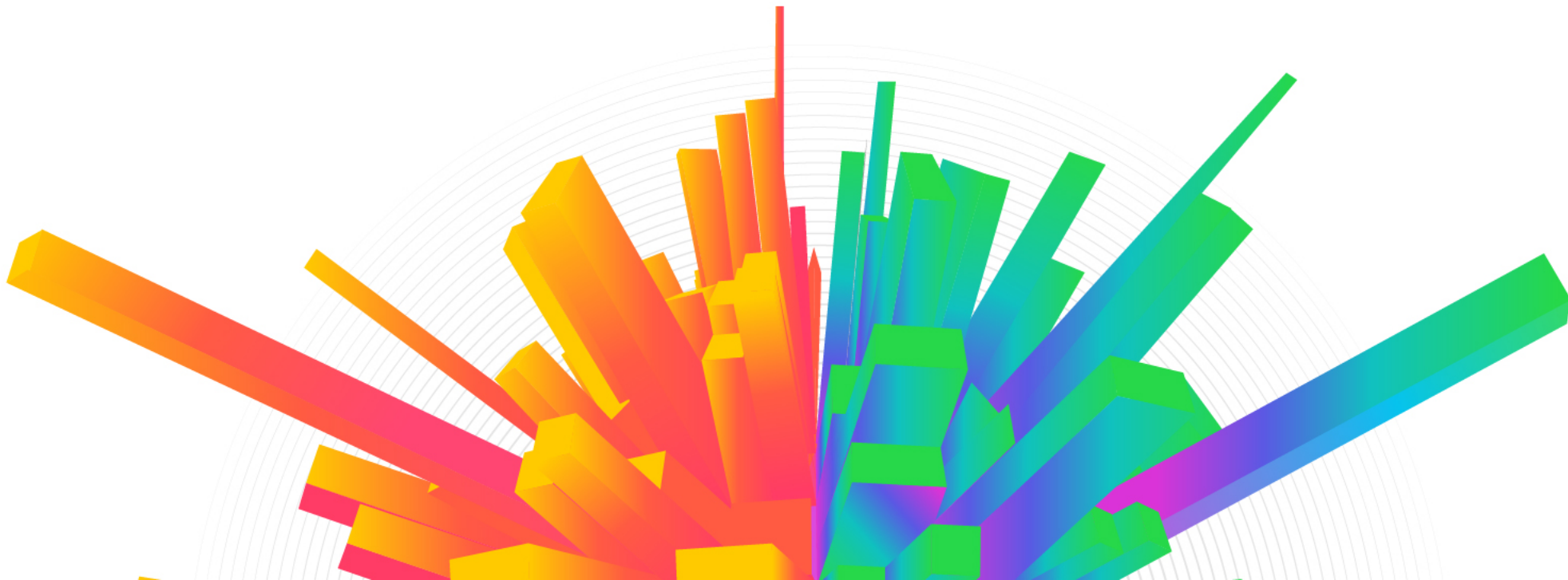


Partner with experts



Data: Finding Ways to Capture & Use It Effectively

Part II of A Winning Email Strategy





Capturing The Right Data

FIRST + LAST NAME

email@email.com | Phone: 123.456.7890 | City, ST | [LinkedIn Profile](#)

Teacher

Compassionate, creative and effective teacher and teacher-leader with valuable experience in classroom administration, professional development, and project planning. Extensive experience in the education environment as a student-centric instructor, academic facilitator and instructional coach. Equally effective whether performing independently or as a member of a teaching team. Well versed in the technology of education, both classroom and online.

Areas of Expertise

- K-12 Education
- Higher Education
- e-Classroom Protocol
- Electronic File Assessment
- Collaboration/Consultation
- Student Accommodations
- Blackboard Software
- Waypoint Software
- Microsoft Office Suite

Professional Experience

SCHOOL | CITY, ST Month YYYY to Present
GUEST TEACHER

Serving as long-term substitute for K-12. Effectively executing the classroom teacher's lesson plans and supervising the classroom to ensure order and safety. Adaptable to various classroom environments and conflict management.

- Collaborated with the classroom teacher initially to establish lesson plans and coordinate the transition of the classroom while the original teacher was on leave.
- Develop relationships with fellow teachers to promote team work and efficiency.

PUBLIC LIBRARY | CITY, ST Month YYYY to Month YYYY
LITERACY TEACHER

Provided age and level appropriate, individually-designed reading, writing and composition support via one-on-one instruction to individuals seeking alternative high school completion certification, developmental students and students enrolled in higher education.

- Assisted 25 students ranging from 18-45 years old in receiving their GED.
- Optimized organization and flow of literacy program.

ACADEMY | CITY, ST Month YYYY to Month YYYY
LITERACY TEACHER / LEADER

Supervised as administrator and collaborated with teaching colleagues to design and deliver literacy support and individualized instruction for students aged four through adulthood.

- Provided instruction and guidance focused on reading, composition, academic writing, essay writing, and grammatical construction to high school and university-level students.
- Reviewed students through assessment techniques including diagnostic, interim/benchmark, formative, summative, norm-referenced, and criterion-referenced methods, both formally and informally.

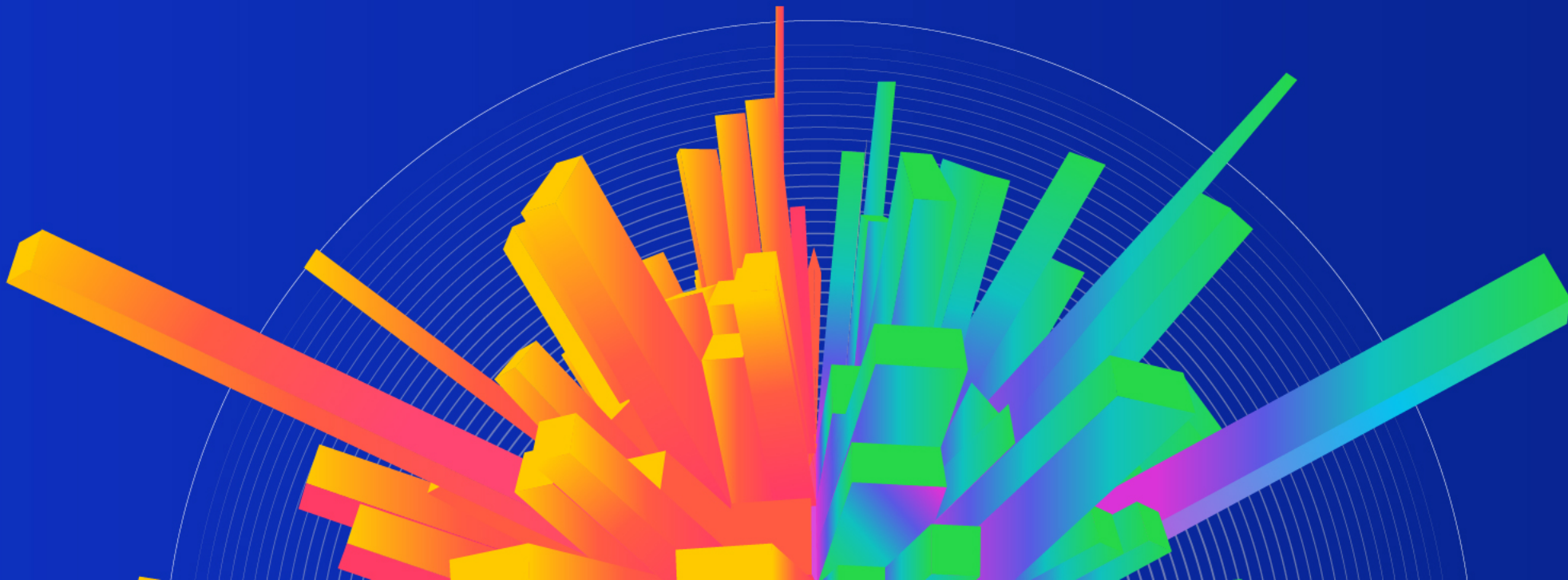
40M

The number of resumes
Talent Inc. has parsed

10B

Skills, industries, jobs, and
schools gleaned

Customizing Your Message with the Data You Have



The Talent Inc. Email Playbook

- Mailgun & Iterable infrastructure as well as custom built system
- Hyper-personalized, conversational emails
- Sent from a person and routed back to a pool of reps
- Finding the right cadence of emails & keeping users engaged

80%+

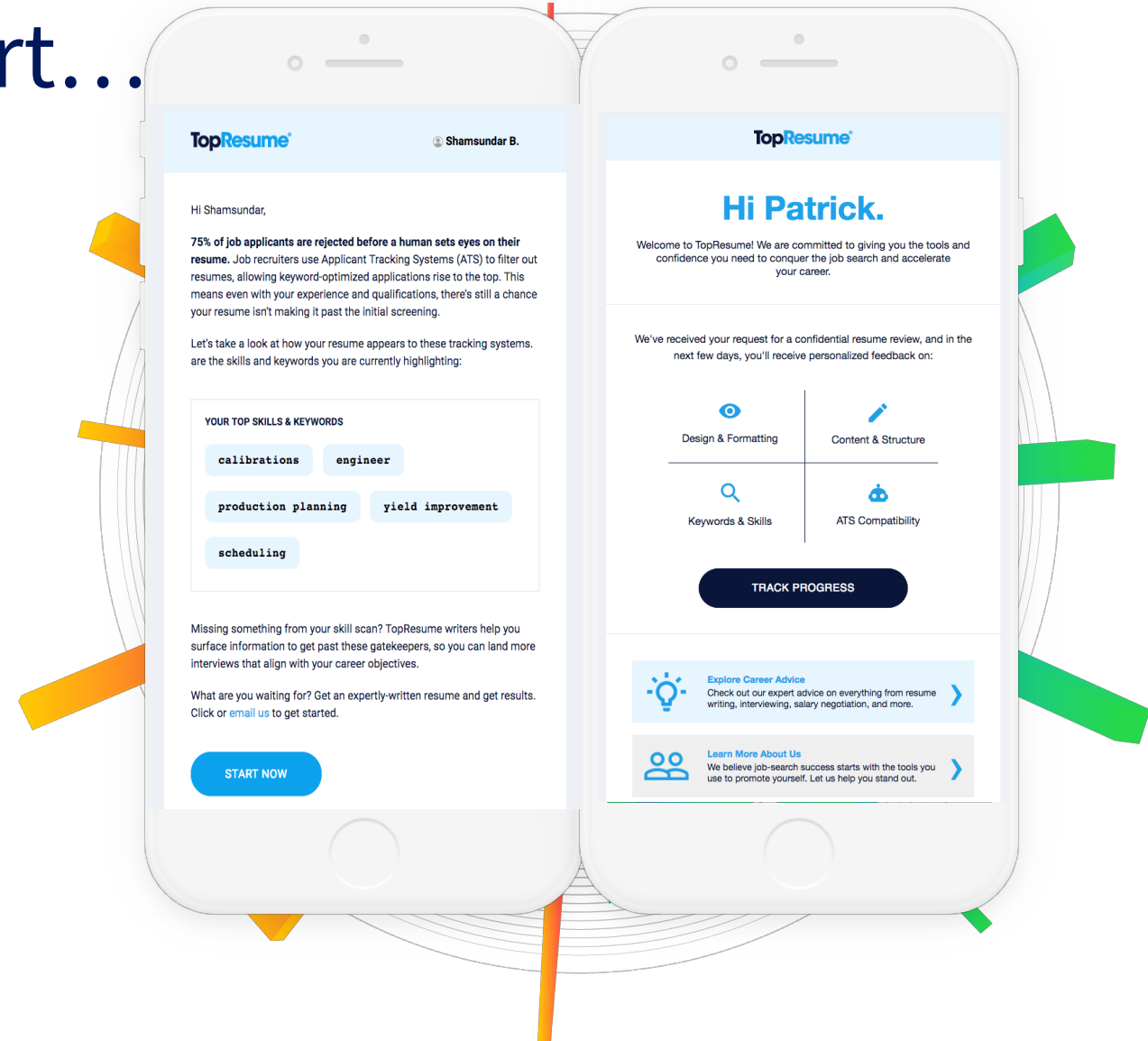
Open Rates

3x

Growth of Business from Email

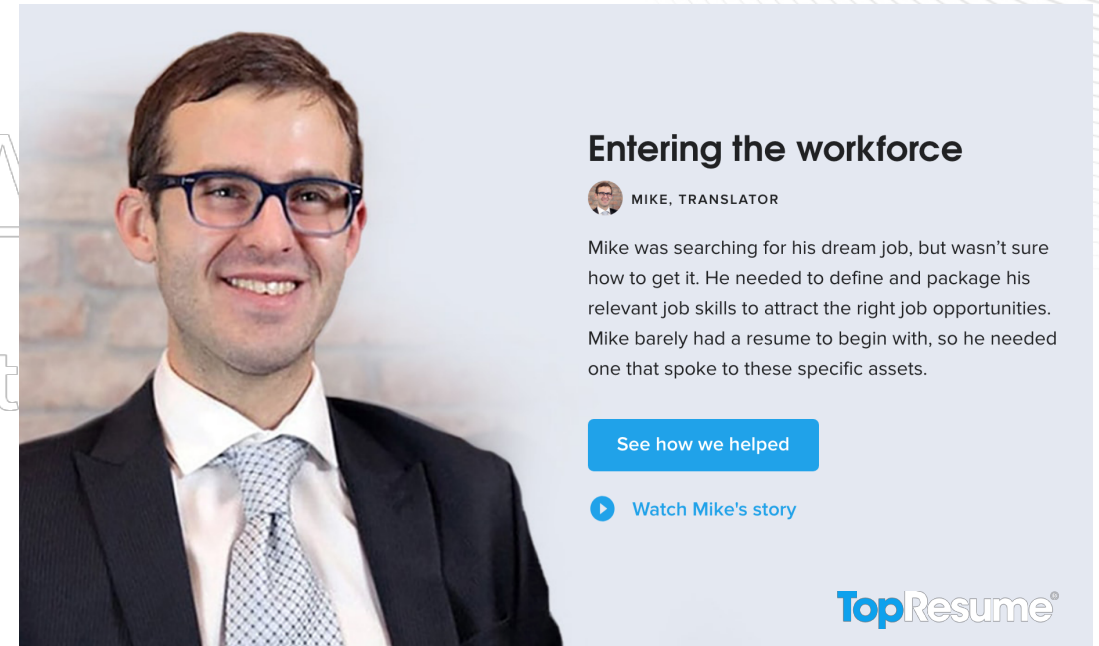
Now the important part...

- How can you cater your message to that specific person?
- How can you make your email more conversational?
- Where is that person in their lifecycle?
- What's the right cadence for sending?




Thinking Beyond “Buy Now” Funnels

- Untraditional CTAs
- Aiming for engagement
- Every lead is in a different place in the purchase lifecycle
- Honesty and trust win hearts... and wallets!



Entering the workforce

 MIKE, TRANSLATOR

Mike was searching for his dream job, but wasn't sure how to get it. He needed to define and package his relevant job skills to attract the right job opportunities. Mike barely had a resume to begin with, so he needed one that spoke to these specific assets.

[See how we helped](#)

[▶ Watch Mike's story](#)

TopResume

Identify Your Data Sources

- App and Site Activity
- Page Views and Engagement
- Purchase History
- And if you don't have the data...
Just ask them!

TELL US ABOUT YOURSELF

On a scale of 1 to 5, how confident are you in your resume-writing ability?

- 1 - Not confident at all
- 2 - Somewhat confident
- 3 - Fairly confident
- 4 - Very confident
- 5 - Extremely confident

Submit your answer

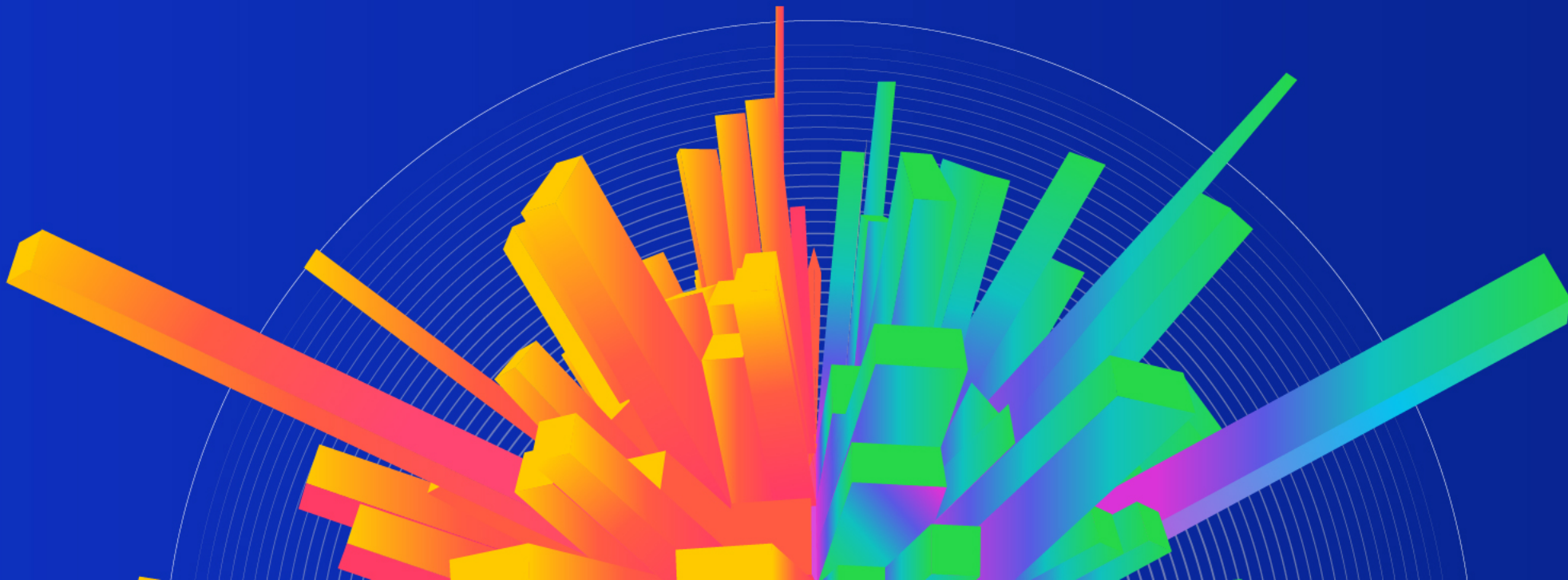
TELL US ABOUT YOURSELF

What matters most to you when deciding which job to take next?

- Company culture
- Day-to-day work
- Industry
- Healthcare benefits
- Salary and bonus
- Flexible schedule
- Job title
- Location

Submit your answer

Q&A





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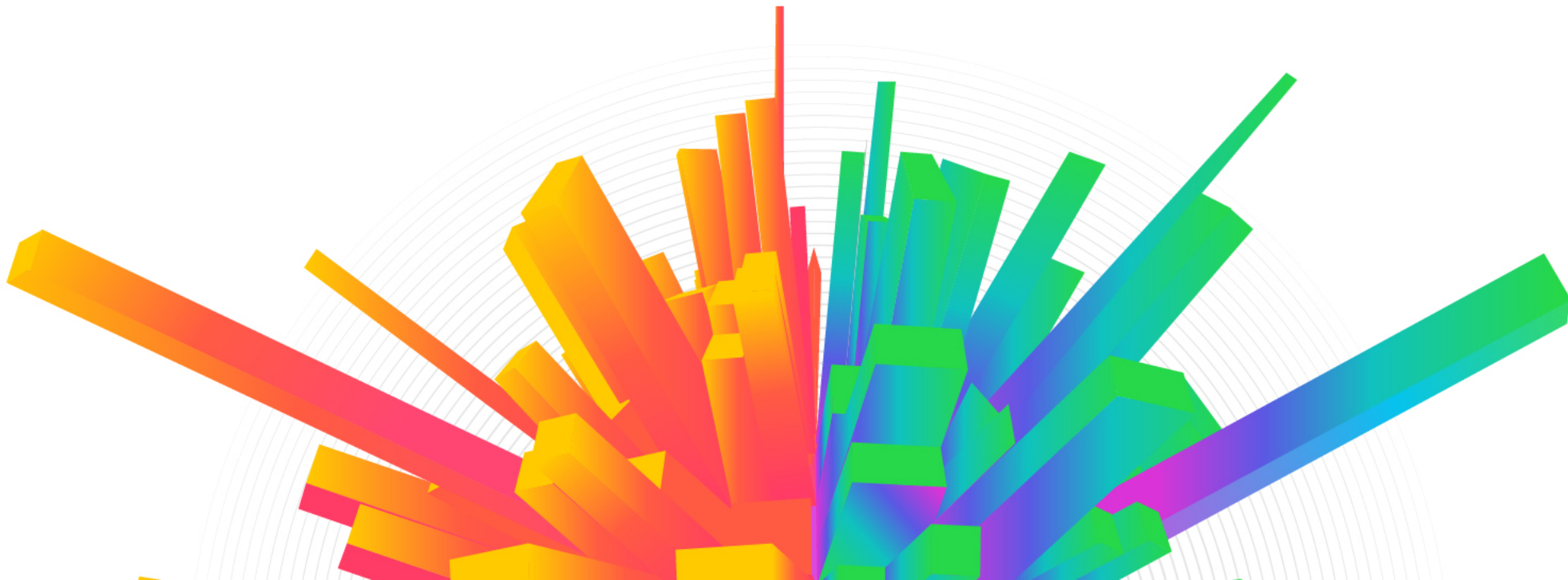
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Deliverability: It's in Mailgun's DNA

Part I of A Winning Email Strategy

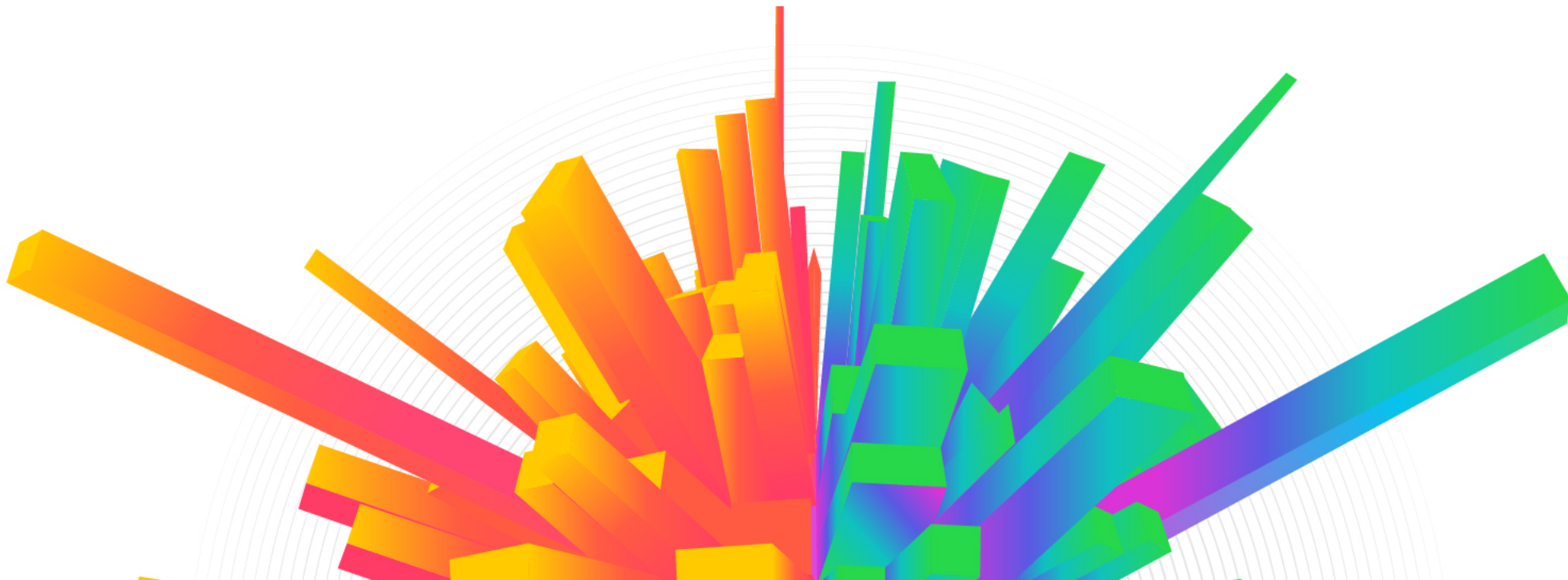


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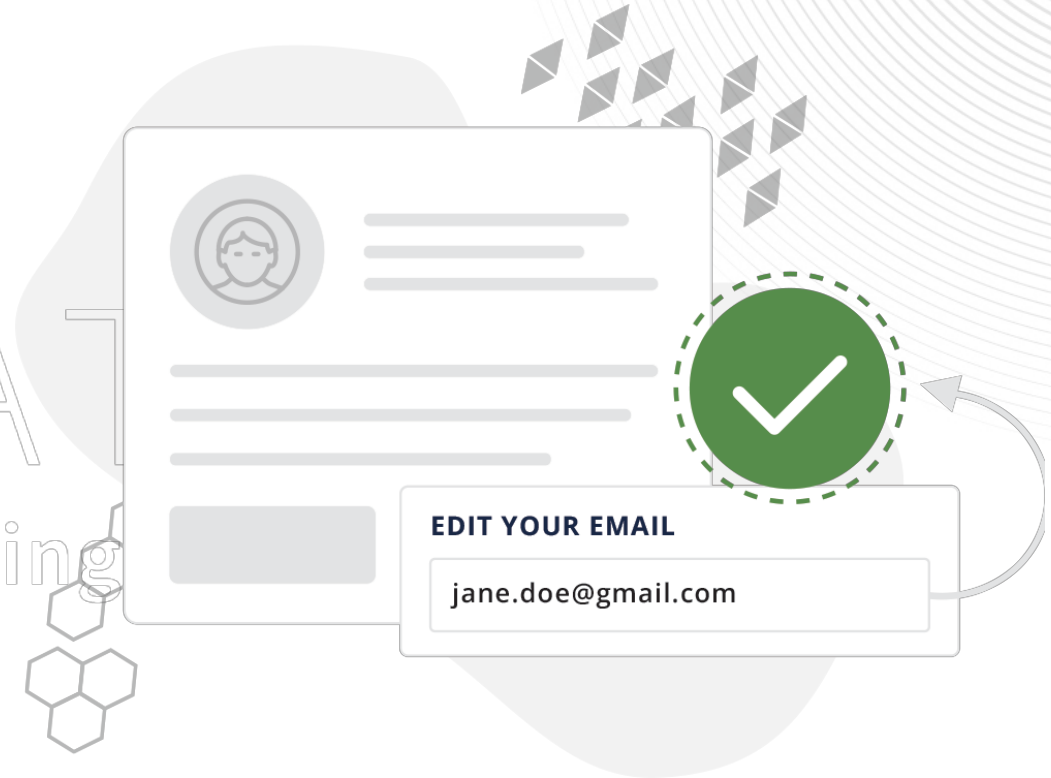


How does Mailgun take the deliverability burden off you?



Email Validation









- Prevent typos and eliminate hard bounces.
- Custom mailbox provider grammar
- Avoid high risk addresses
- Avg. API response time < 500ms



Advanced Analytics

- A big picture view
- Hourly data for send time optimization
- Device & location tracking
- Mailbox provider performance
- A/B testing

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Email APIs

- Infrastructure that scales
- Robust logging
- Inbound email parsing
- Batch sending
- Authenticated messages
- Webhooks
- Automated IP warm-up



Expert Services

- One-to-one contact
- Proactive monitoring
- Tailored strategies
- Reputation management

Be good at what you're good at, let us get in the trenches!

