

HOW TO DOUBLE, EVEN TRIPLE EMAIL OPEN RATES

4 Workflow Solutions to Generate More Opens (& Improve Deliverability)



CONTENTS

01

Introduction

05

Strategy #1
Using Content
Marketing to Trigger
Promotional Emails

07

Strategy #2
Using Open triggers
when you have
multiple offers/products

09

Strategy #3
Re-engagement Triggered
Email Campaigns for
Low-Engagement Email
Addresses

11

Strategy #4
OPO - Other People's
Openers

Inbox Mailers is now seen as one of the best solutions for increasing open rates and click volume. But the same tactics and technology that help increase your opens and clicks can also help out with two other HUGE marketing problems, **email deliverability** and **re-engaging dead leads**. This guide will take you through the exact strategies some mailers are using to 1) boost open rates and click volume, 2) dramatically improve email deliverability, and 3) re-engage their long dead email addresses.

EMAIL DELIVERABILITY 101

There are a lot of little things that go into whether or not your email gets to your subscribers' Inbox. But, you don't have to know everything that goes into the Inbox Service Provider's (ISPs) algorithm to get your mail delivered. It's simple, ISPs judge mailers based on their behavior and they give out a **Sender Score** and assign you a **Domain and IP Reputation**. The more you act like a Spammer, the lower your reputation will be. The more you act like a Best Practices mailer, the higher your reputation will be. You need to track your scores so you can get ahead of problems. See these tools if you don't know how.

WHAT ARE SPAMMERS?

- 1) Spammers send email people don't want
- 2) Spammers don't have permission to email their list (people didn't opt in)

There are little technical things to get right, like setting up your domain authentication and mailing subdomains etc. But you only need to do those things right at the beginning. ISP's are just trying to make sure Spammers get blocked and legitimate emails get through. They can't possibly know the intent of every mailer, so they do what we call a **Spammer Sniff Test**. They look at how high your Engagement Rates are and see if you're being consistent in your mailing practices (Send frequency, Email volume, List size etc.)



WHAT ISP'S SEE:

- High Open Rates = Sending mail users want. Users probably opted in. = High Reputation = Less filtering, High deliverability
- Low Open Rates = Users don't want these emails, Users probably scraped or stolen. Not Opted in = Low reputation = More filtering, SPAM Folder

Again, there are other things that go into this but, **Email deliverability is primarily driven by your overall engagement rates.** How many emails you send in a time period vs how many legitimate opens/clicks you get. The higher your overall engagement rate, the higher your Email Sender Score and Domain Reputation is. This determines if you get into the user's inbox or spam folder.

One of the most effective ways you can fix and/or improve your overall email deliverability is by generating more opens.

Opens are good, right? Easier said than done, though. But with a few adjustments and automated workflows that trigger at the ideal time, it's possible to generate **3x-5x higher open rates than you are currently seeing.**

This guide will break down 4 workflow strategies tested and proven to generate more opens and higher overall email metrics. You're probably wondering, what's the catch?

No catch, just a new technology developed by email industry leaders that takes the guesswork out of knowing **when to send emails.** It's called **Inbox Mailers.** As the name suggests, your emails can start landing in the inbox - **safely.** It works by tapping into a common human inbox behavior and a custom patent-pending pixel technology that signals to your Email Service Platform (ESP) when your subscriber is checking their inbox.

The "email magic" happens then and it finally answers the golden question, "When is the best time to schedule an email?"

It's the moment you know your subscriber is actively checking their inbox and opening other emails. Sign up and you can start using this technology within 5 business days.

(Did you know it's estimated that people check their inboxes up to 15x per day?)

What is this exact behavior? Most people check their inbox then go through and mass delete the emails they don't want and begin reading the emails they are interested in one by one. If you can send an email during those few minutes that they are reading emails they are interested in, you will get a 50%-70% open rate, all of the time.

Why? Most people cannot stand unread email notifications. They want to clean up their inbox. They do that by reading or deleting emails. Sending them your email after they have deleted unwanted emails and while they're reading emails they want is the key. **We've tested this with literally billions of emails sent.**

Ok, we've revealed the magic. Now let's talk about how you can use this new tech in your own email marketing department. Because we've removed the guesswork of when to send emails, you can implement these strategies to get more opens. More opens means higher engagement and higher engagement means better email deliverability.

This turns into a positive cycle that levels up every aspect of your email marketing.

The following workflow strategies are designed for certain segments of your email list, But the good news is that because they will increase your engagement rates, the results will trickle down to your batch and blast email campaigns. You should start seeing better inboxing placement, less filtering, and higher IP reputation/sender scores.

Let's dig in...

STRATEGY #1

USING CONTENT MARKETING TO TRIGGER PROMOTIONAL EMAILS

What it's good for: Improving Open Rates, Increasing click volume, Improving email deliverability

Who it's good for: Anyone with a list. Easy to start here.

This strategy is simple and at the core of what Inbox Mailers does. It works by using your content or editorial type of emails to trigger promotional email sends. Usually, these types of emails will generate higher opens compared to sales-focused emails. For example, the content of these emails can be sharing a story or past experience, asking them to watch a free video, or sending traffic to a blog article on a topic that interests them. They are value-driven and a great way to build trust and credibility.

Here's how it works. You simply copy and paste your Inbox Mailer pixel into your normal content based email campaigns. Then set up a workflow that includes several sales or promotional emails. Just set the workflow to fire one of the emails in the series randomly when a subscriber enters their inbox. Finally, connect your Inbox Mailers trigger to that workflow. **(Ask support if you need any help!)** Then send your content based email campaigns like you normally would.

When your subscriber opens the content-based email, Inbox Mailers triggers your automated workflow to send one of the sales emails instantly within seconds. It's as simple as that. If you already have some emails that have performed well in the past, this whole strategy could take less than an hour to set up. (Pro Tip, if possible use different tracking links in your triggered emails so it's easy to track results)



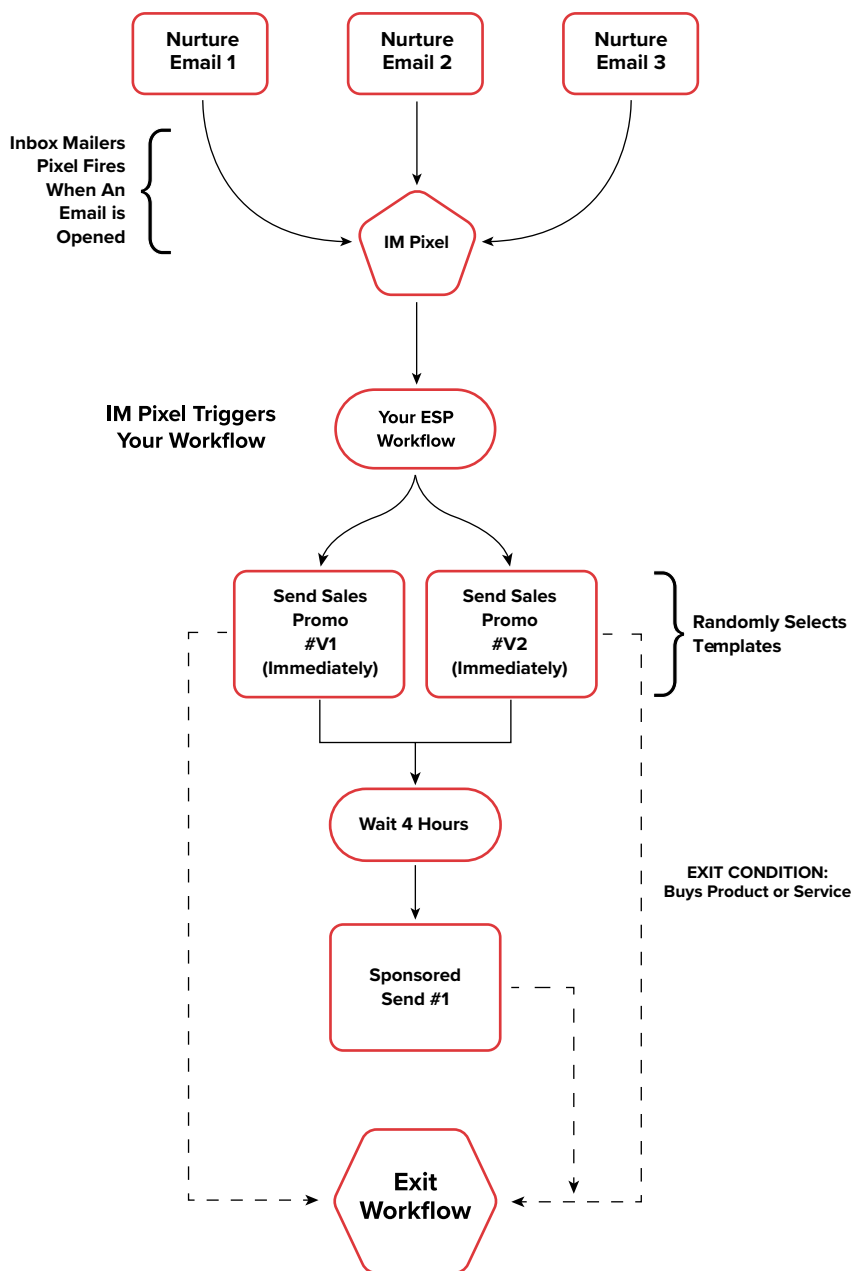
Inbox mailers will send a trigger every time we see your user in their inbox, but only once every three hours. The trigger rate is adjustable and support can help you with this.

This strategy will generate more opens and click volume for your sales campaigns **compared to generic batch and blast sends** when you are blindly hoping someone will **a)** be in the inbox and **b)** be in the mindset that your brand/company has a solution for what they need. With Inbox Mailers, you should expect to see about a 3x-5x increase in your legitimate email open rates and a 2x-4x increase in click volume.

Something to remember: When you **compare the campaigns**, the volume sent will likely not be the same for your triggered campaigns and your normal sends. To easily compare the two, look at the **Click to Delivery rate** (Total clicks / Emails Delivered). Generally, this will be 3x what your normal promotional sends get. If it's not in that range, hit up support and we'll help you diagnose.

So, the example below shows the Inbox Mailer pixel being added to a nurture email series that then triggers the sales-related workflow to start. If your ESP allows, you can also set up the logic to randomly select one of a few sales emails.

When you sign up for Inbox Mailers, support can take any technical set-up off your hands with our White Glove Set-up.



STRATEGY #2

USING OPEN TRIGGERS WHEN YOU HAVE MULTIPLE OFFERS/PRODUCTS

What it's good for: Increasing click volume, Improving Open Rates, Improving email deliverability

Who it's good for: Higher volume mailers with multiple offers or promotions to send. Affiliates

This next strategy works best for **mega mailers and affiliate marketers** who have a big list and multiple offers. You are probably juggling multiple sales promotional emails that you can send to your list. You want to send more, but don't want to damage your deliverability, right?

This strategy will help you increase your overall click volume and not only protect your IP reputation, it will actually improve it. It's very similar to strategy #1 where we used content emails as the trigger for the automated workflows, but we are going to add in some conditional logic to the workflow.

Your content emails in this scenario may be an RSS blog feed, a weekly or daily newsletter, or an editorial send. It works by creating a unique Inbox Mailer pixel and adding it to your email campaigns. Then, you can create a new workflow in your ESP that includes sponsored sends or promotional-type emails. Your Inbox Mailer pixel will be the trigger for this new workflow.

Get the picture: Someone opens your newsletter then seconds later they receive the sales email. It's that fast. This strategy is more effective than sending a batch and blast email to everyone on your list because **this reader is already engaging with your content**. Because they are already opening the previous email, your probability of being filtered by the ISP should decrease, giving you a better chance of getting your workflow email opened.

The other great benefit of this strategy is you can add more steps to your workflow to send additional emails

based on whether or not they opened or clicked in the last previous campaign.

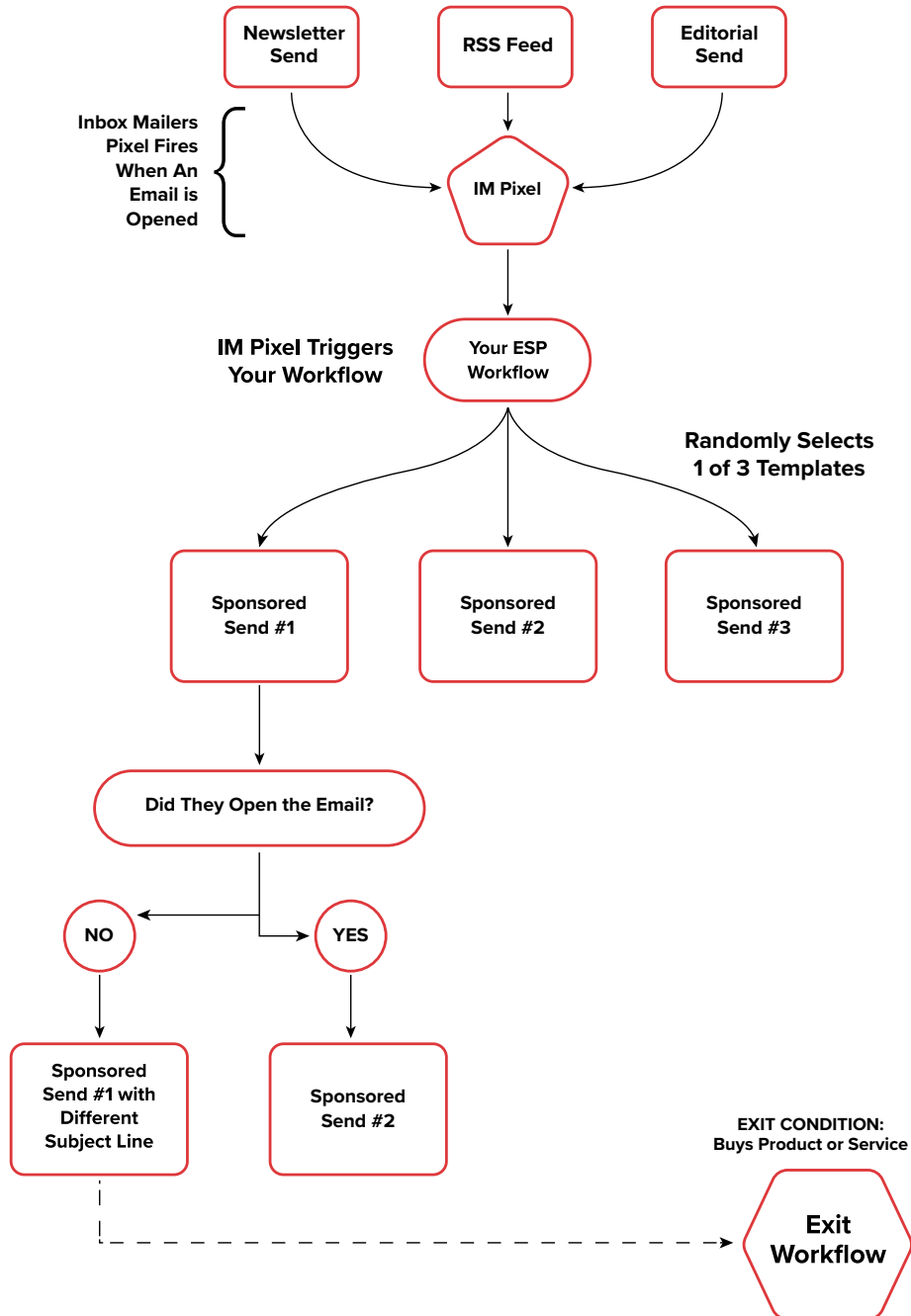
You can make this as simple or complicated as you want. But we recommend starting out simple so you can see it work and then expanding from there.

Step 1) Set up a similar workflow as in Strategy #1. Remember, most people check their inbox 15-20 times a day so make sure you have multiple emails in your workflow so users don't get the same thing every time you get a trigger. Start with just a few so you can easily see the results and track additional sales.

Once you see how well it's working, you can start making it more efficient by using a decision tree. You can use conditional logic to let your workflow determine which email to send. Example: if they already opened Email X, send them Email Y, or if they already own Product X, send them an email for Product Y. We will send a trigger whenever we see them in their inbox, up to once every 3 hours by default, so it is important to **have many different emails in your workflow so they don't keep getting the same email over and over**.

Step 2) Create your Pixel inside of the Inbox Mailers Platform (if you need any help with this our Support team can handle the entire process for you). Now, connect that Pixel to your ESP's workflow inside the Inbox Mailers platform. When we see your subscribers are in their inbox actively reading emails, we will send your ESP a trigger to put someone in that workflow so your promotional email is automatically sent.

See how easy this is with the visual workflow:



STRATEGY #3

RE-ENGAGEMENT TRIGGERED EMAIL CAMPAIGNS FOR LOW-ENGAGEMENT EMAIL ADDRESSES

What it's good for: Reactivating Dead or Inactive email addresses. Increasing click volume, Improving email deliverability

Who it's good for: People with a dead or unengaged email list.

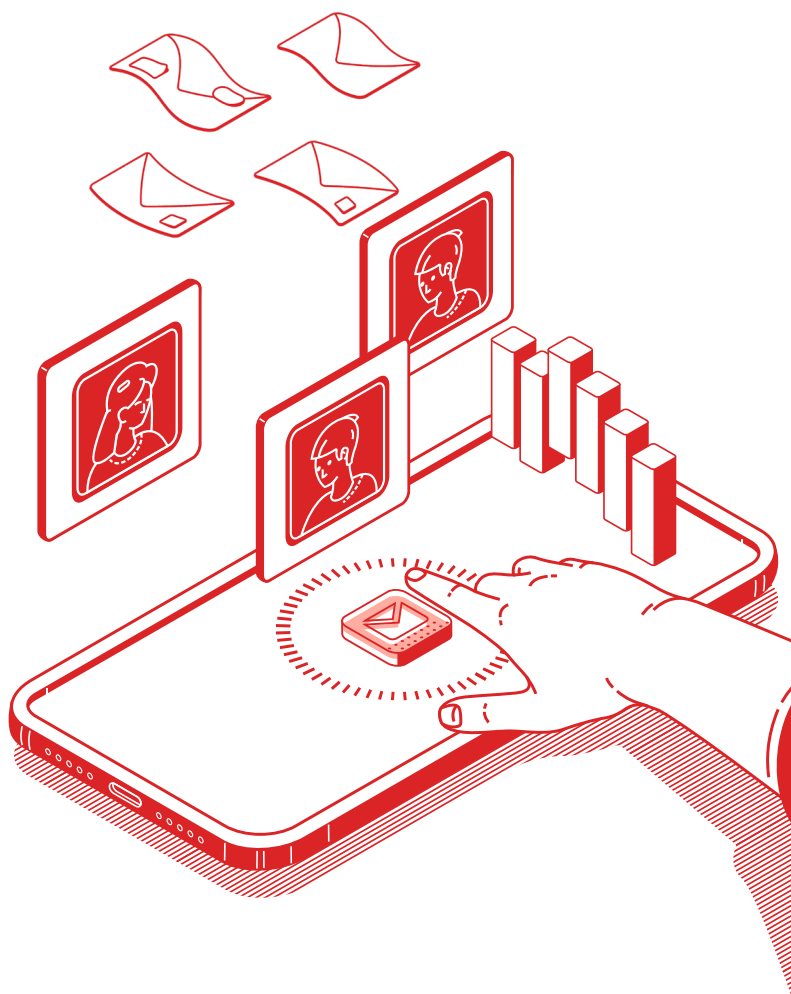
At some point, your subscriber will stop engaging with your emails. Sad, yes, but if you are following email best practices (and you should be), then you should have an **unengaged segment** of your list. If you don't know what this means, see our guide on it here. Sending emails to unengaged subscribers can hurt your overall email deliverability because the open rates are so low, but at the same time, it could be a missed opportunity to market to them (especially if you paid for your leads).

So, rather than create another re-engagement type workflow that produces no results, you can tap into the **Inbox Mailers Network of Openers**. Because we know when people are in their inbox, you can send an email to your unengaged subscribers when they open **someone else's email**.

This means you don't have to send them any emails, hoping they are in their inbox. We'll know when they have opened an email and your ESP can trigger that email to send as soon as it can.

Look at this example. Let's say there's a dentist who is sending out his monthly newsletter or appointment reminders. Now let's say your unengaged subscriber is also on this dentist's email list and is receiving and opening his emails. The dentist here sends an upcoming appointment reminder email. Your subscriber opens it. Your ESP gets notified of this trigger and shoots off an email that hopefully, they will open. You just re-engaged them.

Now imagine this happening over and over again as you are utilizing the hundreds of thousands of Inbox Mailer triggers in the Network.



This is not only a smarter way to re-engage your unengaged list, but a more effective way to get them open and increase your overall deliverability. The open rates on these emails should be in the 30% - 50% ballpark rather than the 1% - 2% range for normal dead email campaigns.

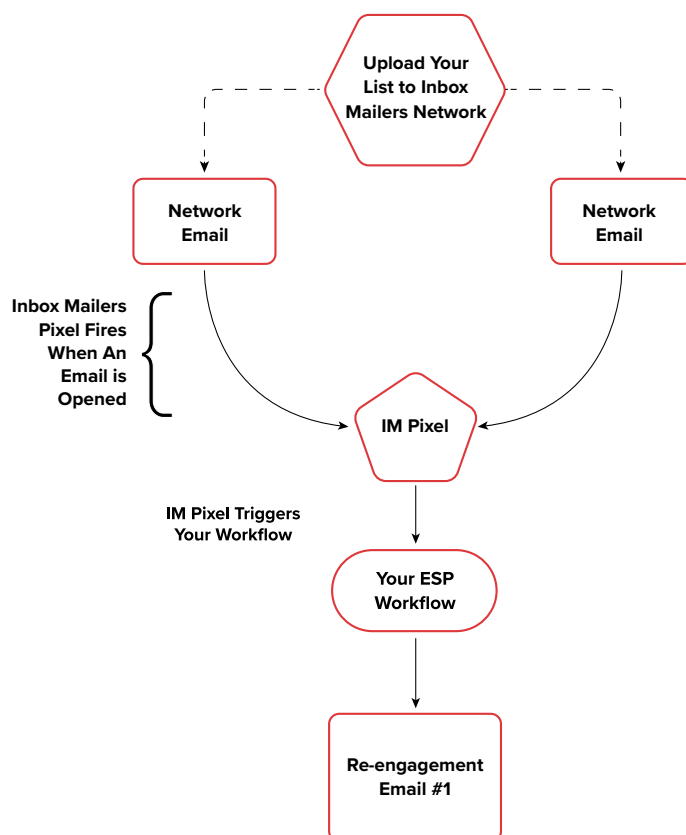
This strategy is really simple to execute.

Step 1) Upload your dead or unengaged email segment to the Inbox Mailers Platform. We will encrypt it on upload or you can encrypt this before uploading.

Step 2) Create a simple Unengaged Workflow in your ESP with some promotional or editorial content. Don't use the same exact workflow as in Strategy #1 because you want to track the people who are coming into this so you can see how many people you've re-engaged. (Try and use separate tracking links in this so you can easily see the results, not just open rates and clicks, but sales too!)

Step 3) Now connect the list with your workflow inside the Inbox Mailers platform. Once activated, we will start listening for your subscribers opening other people's emails. When we see they are in their inbox actively reading emails, we will send your ESP a trigger to put someone in that workflow so you can instantly send them your promotional email.

Again, here's an easy visual workflow to show you how this may work:



STRATEGY #4

OPO - OTHER PEOPLE'S OPENERS

What it's good for: Increasing click volume, Improving Open Rates, Improving email deliverability
Who it's good for: Beginners, Experienced Mailers, Large Volume Mailers, Affiliates

This next strategy is for increasing the number of open triggers you receive by using our network of openers. It's basically an extension of Strategy #3, but instead of using your unengaged emails, you can use your entire list. This is where everything goes on steroids.

This can be an add-on strategy and can work with either of the first two strategies to get you more triggers. Or you can use it standalone and generate triggers from the network exclusively. Basically when we see your existing subscriber in their inbox **opening anyone's email**, we'll also send you that trigger that your user is in the inbox.

Step 1) You can set up a new workflow to track this separately so you can really see the results, but you don't have to. Just bolt it on to the existing workflow you already created and you are ready to go.

Step 2) Then upload your list to the Inbox Mailers Platform. We will encrypt it on upload or you can encrypt this before uploading. You can upload **whatever segment you want, including your entire list**, but you will get the best results with your active segments. Now connect that list with your workflow inside the Inbox Mailers platform. Once activated, we will start listening for your subscribers opening other people's emails, from their dentist to grocery store to other unrelated lists. When we see they are in their inbox actively reading emails, we will send

your ESP a trigger to put someone in that workflow and instantly send them your promotional email.

If you are just starting out and want to be able to track the results separately (Network Opens vs Your Email Opens), just duplicate the workflow and use different tracking links. Everyone that goes through the new workflow will be from our Network. You should see the same results as far as Open Rates, Click Volume, and Deliverability as in Strategy #1, about a **2x - 3x improvement**.

There you have it. And we didn't have to numb your mind with technical jargon related to getting your emails delivered and opened. The bottom line is that Inbox Mailers has the power to put your emails in front of your subscribers at the moment they are most receptive.

This trigger technology protects your email campaigns from the mass delete behavior we discovered through billions of email send tests. **Your email arrives after the email carnage** and lands safely during the period your reader is most willing to read your message.

Our support team can handle the set-up for you. And, remember, you're not only gaining the power of this patent-pending technology. You are gaining the strength of Inbox Mailers' vast network, full of triggers that lead to you achieving 50 - 70% open rates.



www.inboxmailers.com

407-606-6245