

## Deliverability Analysis & Consulting Services

Optimizing your email deliverability is both an art and a science. At SocketLabs, our email consultants uniquely blend these two disciplines to help companies around the globe maximize their performance and ROI. Our proprietary methodologies and personal in-depth analysis empower any company to maximize the value of their email investment. Our customized deliverability analysis and consulting services can help you understand, visualize, and manage email performance with the granularity and flexibility needed to achieve your goals.

### Our program offers



A comprehensive deliverability analysis and recommendations



A quarterly review process for continuous refinements and optimization



In-depth reporting of performance, inboxing, and audience engagement statistics

### Deliverability Analysis & Report

Our email deliverability specialists conduct a detailed discovery process to understand the intricacies of your email program. From your campaign objectives and current sending practices, to a deep review of historical performance metrics, we analyze and understand everything about your email communication process. Inputs, data, and findings are then combined into a comprehensive deliverability report. The report — complete with specific process improvements and an optimizations action plan — is presented and explained to your team by your consultant.

## Quarterly Performance Review

Because the email ecosystem is constantly changing, continuously refining and improving your processes is critical. Each quarter we conduct a consultant-led review of recent email performance and present updated results, analysis, and recommendations. These sessions review mailbox/ISP-specific performance, analyze performance based on various Postmaster Tools, and incorporate a variety of other data sources. We also evaluate any recent organizational or strategy changes that may be impacting email programs. Data and findings are summarized along with a detailed written analysis specifying suggested technical and process modifications.

## In-Depth Performance Reporting

We collect inboxing performance data directly from the sources, producing a highly granular analysis for your email program successes and shortcomings. With robust 3rd-party performance data from partner ReturnPath, SocketLabs' consultants evaluate how recipients are engaging with and responding to messages. Critical deliverability findings are summarized and shared in an easy-to-digest summary report which outlines an action plan and execution strategy to improve future campaign results.

**We look forward to helping you craft and execute the ideal approach for your long-term success.**

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Ultimately, we realized that email is an incredibly specialized area that requires dedicated, expert resources. We saw a vast improvement in open rates after switching to SocketLabs' managed email service.

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- Jim Voss, Executive Vice President of Technology & Information Security, Bridgeline Digital, Inc.

Contact us today to request a solution demonstration or discuss your email challenges, at [sales@SocketLabs.com](mailto:sales@SocketLabs.com) or [www.socketlabs.com](http://www.socketlabs.com).