Getting Started: Marketing Cloud: Admin + Deliverability

Accelerator Webinar

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This webinar will begin at 1:05 pm EDT

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Agenda

Accelerator Webinar

- **Overview**
  What challenge are we solving for you?
- **Your Account**
  Learn and walk through account settings.
- **Users, Permissions & Roles**
  Learn and walk through adding users, roles and ongoing user management.
- **Security Settings**
  Learn and walk through security settings
- **Deliverability Fundamentals**
  Learn what impacts deliverability.
- **Deliverability Best Practices**
  Learn about best practices.
- **Marketing Cloud Deliverability Features**
  Learn and walk through features available in Marketing Cloud to help your deliverability practice.
- **Sending Administration**
  Prepare your account with user send classifications.
- **Resources & Next Steps**
  Learn about other Resources and Accelerators to continue your progress.

Overview

What challenge are we solving for you?

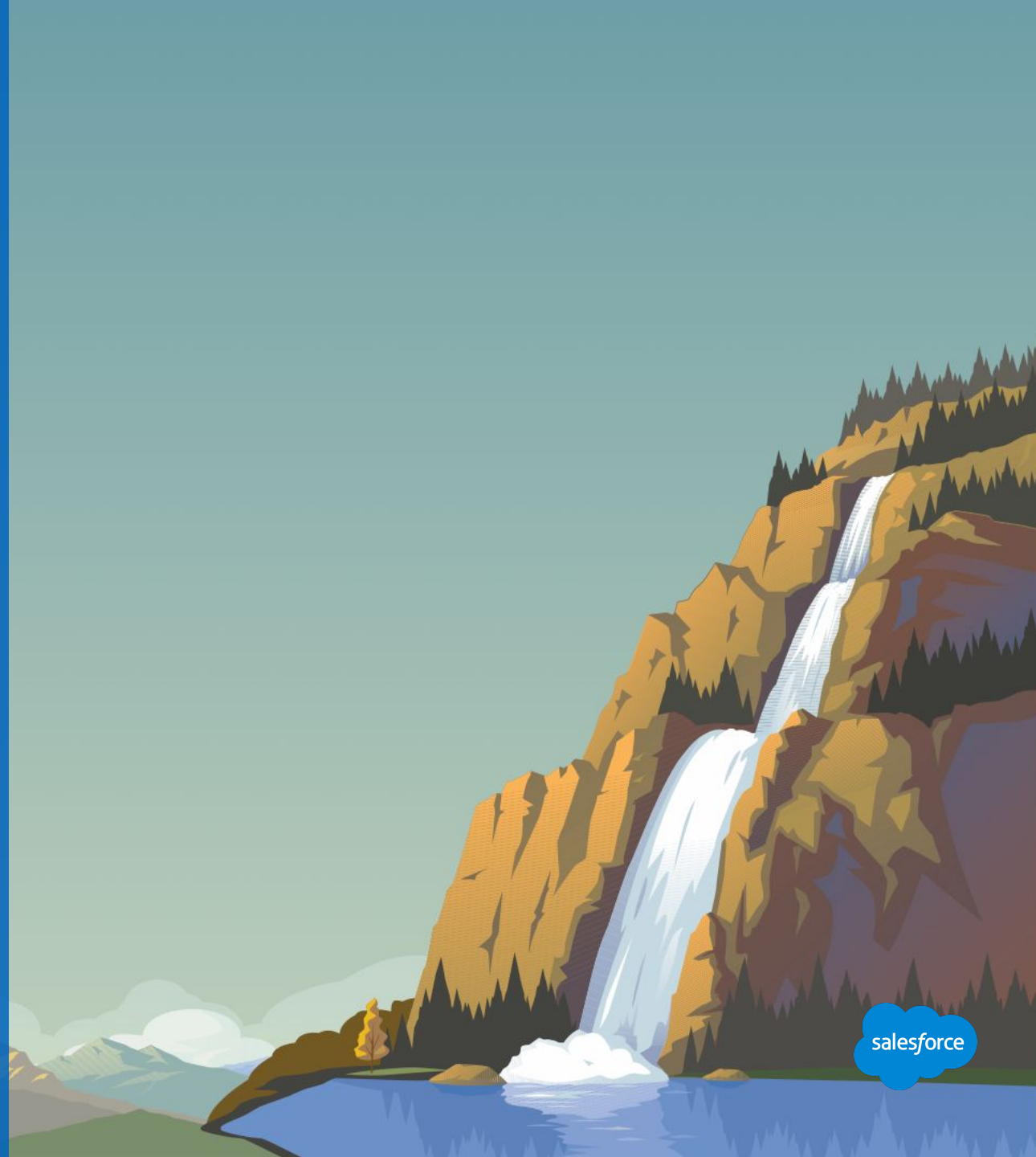
What you can Expect from this Accelerator:

- Gain awareness of Marketing Cloud configuration and administrative settings.
- Learn best practices for managing users and adjusting general Marketing Cloud admin settings for day-to-day account administration.
- Gain awareness of deliverability fundamentals and the elements that affect your email delivery.
- Learn best practices for deliverability to start off down the right path to success.
- Understand deliverability capabilities available within Marketing Cloud to help you be successful.

Marketing Cloud Administration

Getting Started

Your Account



SKIP THIS SLIDE - PLACEHOLDER - DELETE BEFORE MAKING THE FINAL PDF FOR CUSTOMERS

How to Use This Section

Slides and demos throughout this Delivery

Many slides in this delivery are simply the outline for discussion.
To help new users, you will be walking them through the basics of setting up their account.
We suggest you demo LIVE as much as possible.

When you see **"Walk with Me"** We suggest you demo the capabilities outlined directly in your account, while suggesting the the customer is following along in their own account.

Also note, customers with E2.0 accounts may have more available than other accounts. Slides have been noted for E2.0 only customers. This deck has been adjusted to reach all types of customers and use cases.

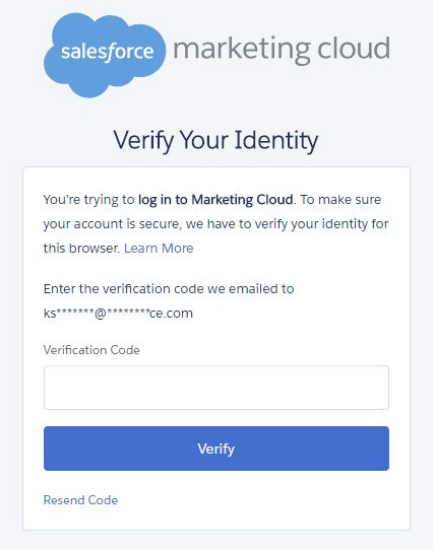
Your First Log-in

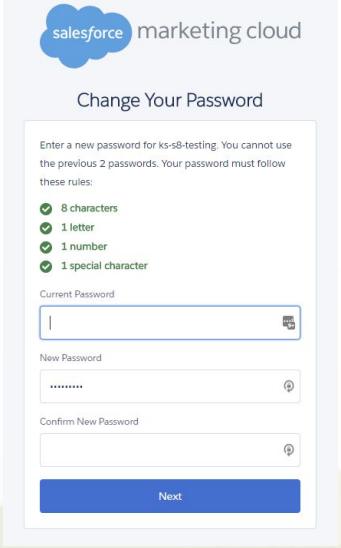
MarketingCloud.com

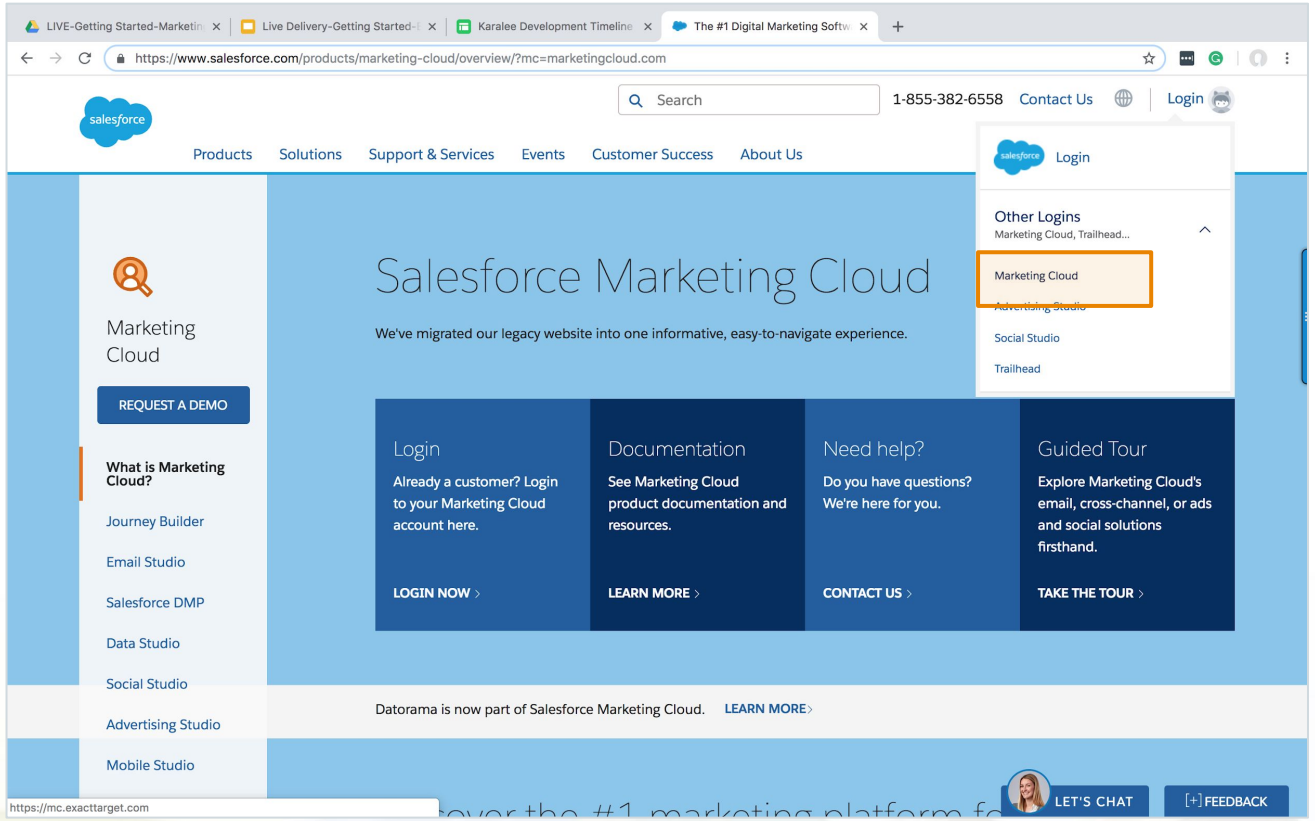
Login from the Salesforce.com website

The first time you login you will need to:

- Activate your account.
- Change your password.
- Set a challenge question.







Learn More about [Managing your password on First Login]

Marketing Cloud Dashboard

Orientation

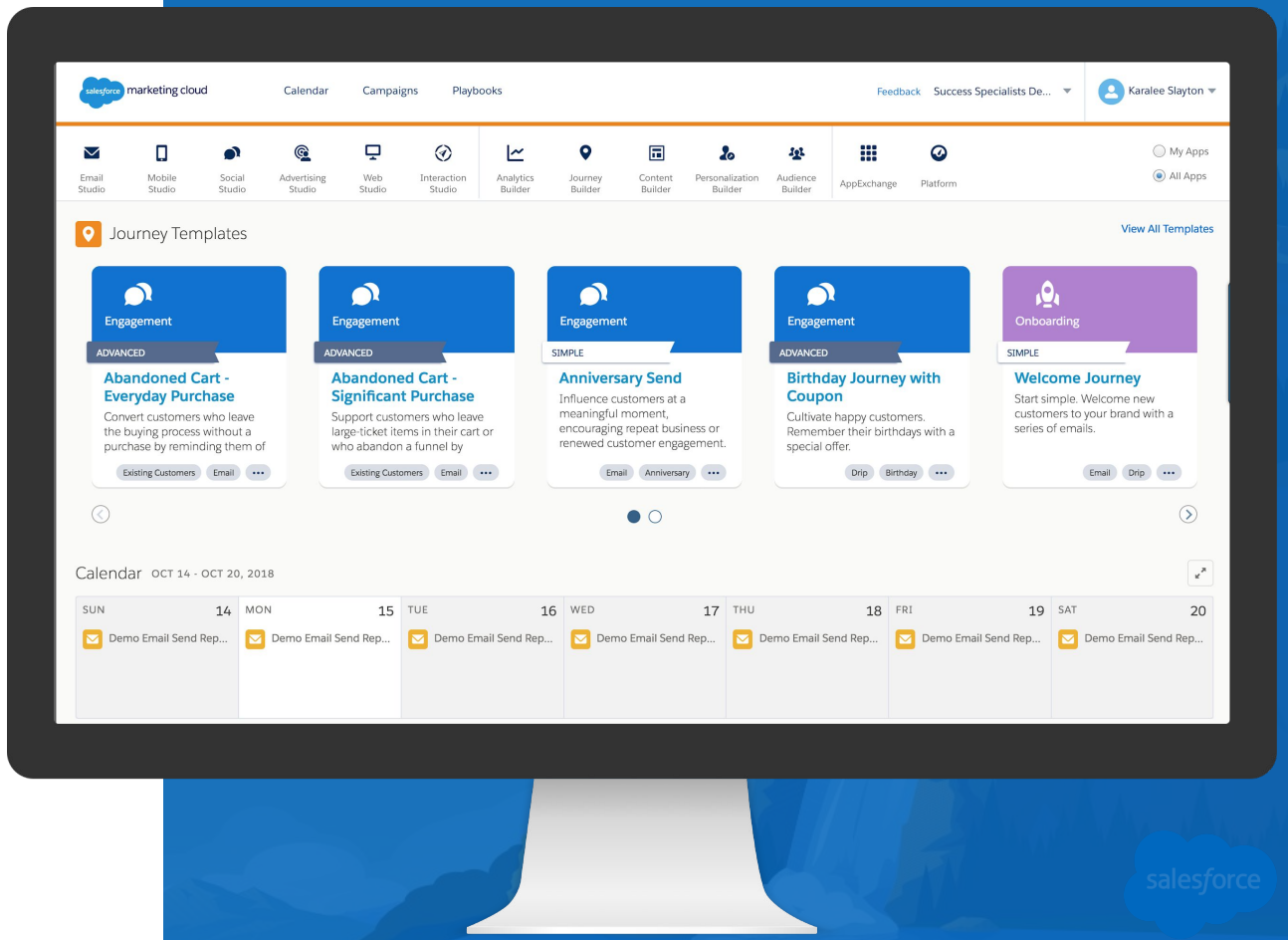
App Switcher - Applications grouped by Channel available in your account.

Journey Templates - A starting point for 1:1 messaging.

Calendar - Shows Scheduled interactions.

Cloud Preferences

- Modify Marketing Cloud User Preferences
- Set Culture Code for Your Account
- Set Default Login Preference



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Account Settings

Control and modify key information regarding your account for you and your users.

Your Account Information

- Member Account ID (MID)
  (You will need to know your MID when you are logging a case with Global Support.)

Marketing Cloud Settings

- Hide Apps and receive product alerts

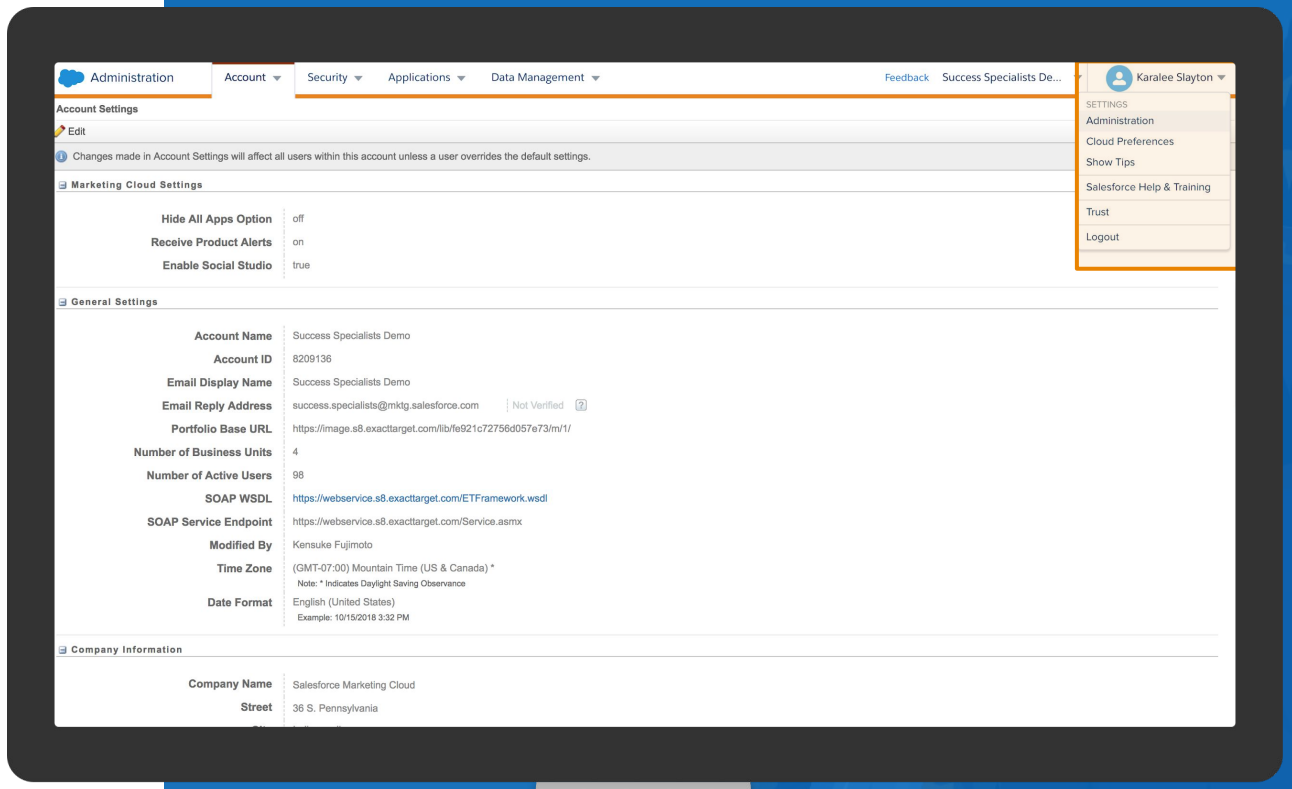
General Settings

- Domain Verification
- Supported Date Formats for Imports
- Marketing Cloud Time Zone Preferences

Company Information

- Address to be displayed in your footer.

Learn More about Managing your password on First Login



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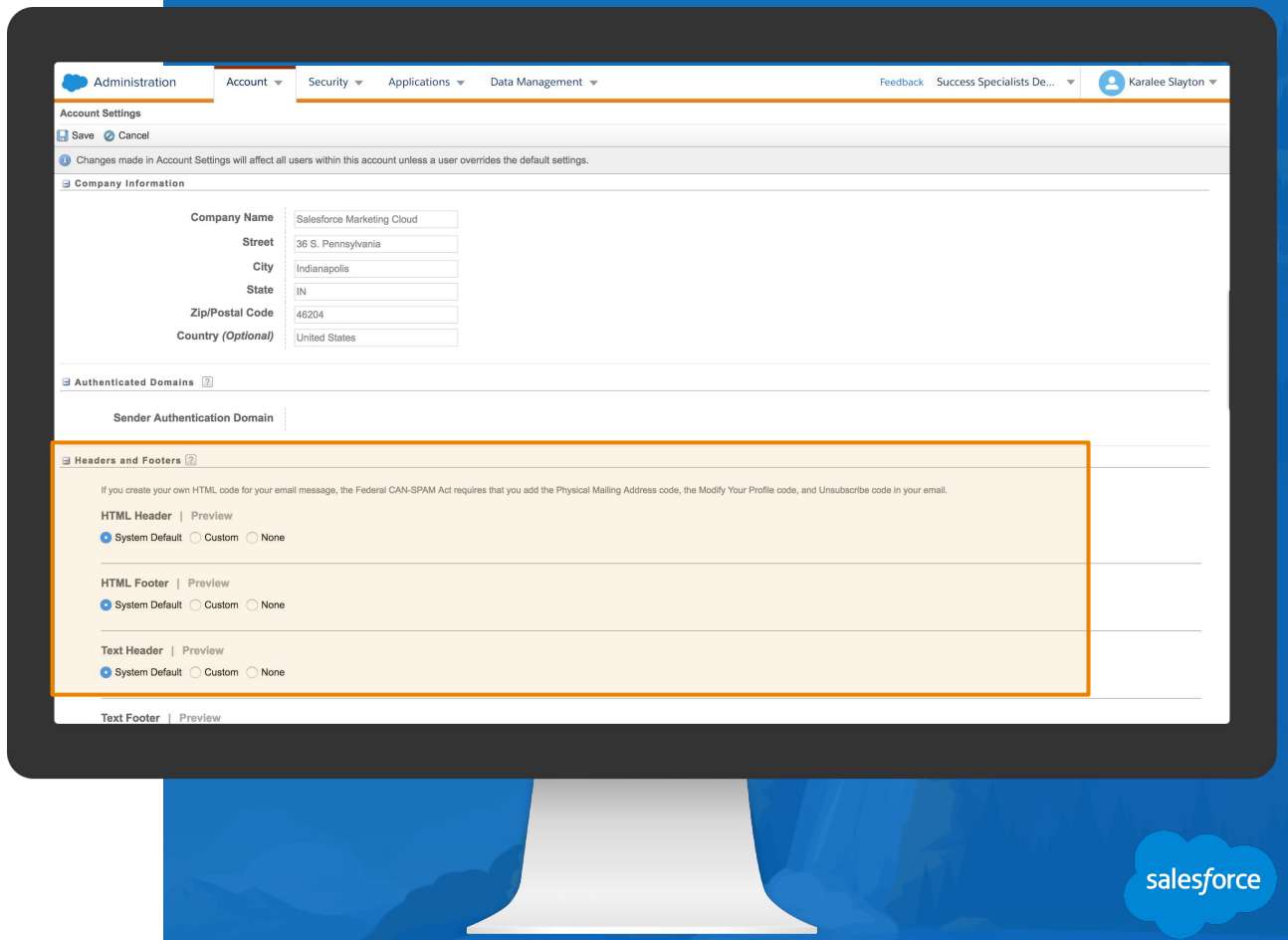
Headers & Footers

Ensure compliance with CAN-SPAM

Automatically add text and images to the beginning and end of your email messages to ensure compliance with CAN-SPAM regulations.

- System-default header and footer
- Custom header and footer specifically for that account
- No header and footer

You can set this information as part of the content in the email, the send classification, or at an account level in Account Settings.



Learn More about Modifying Headers & Footers
Learn more about CAN-SPAM in the Legal Compliance Trail

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FTP Accounts & File Locations

Save and Import content

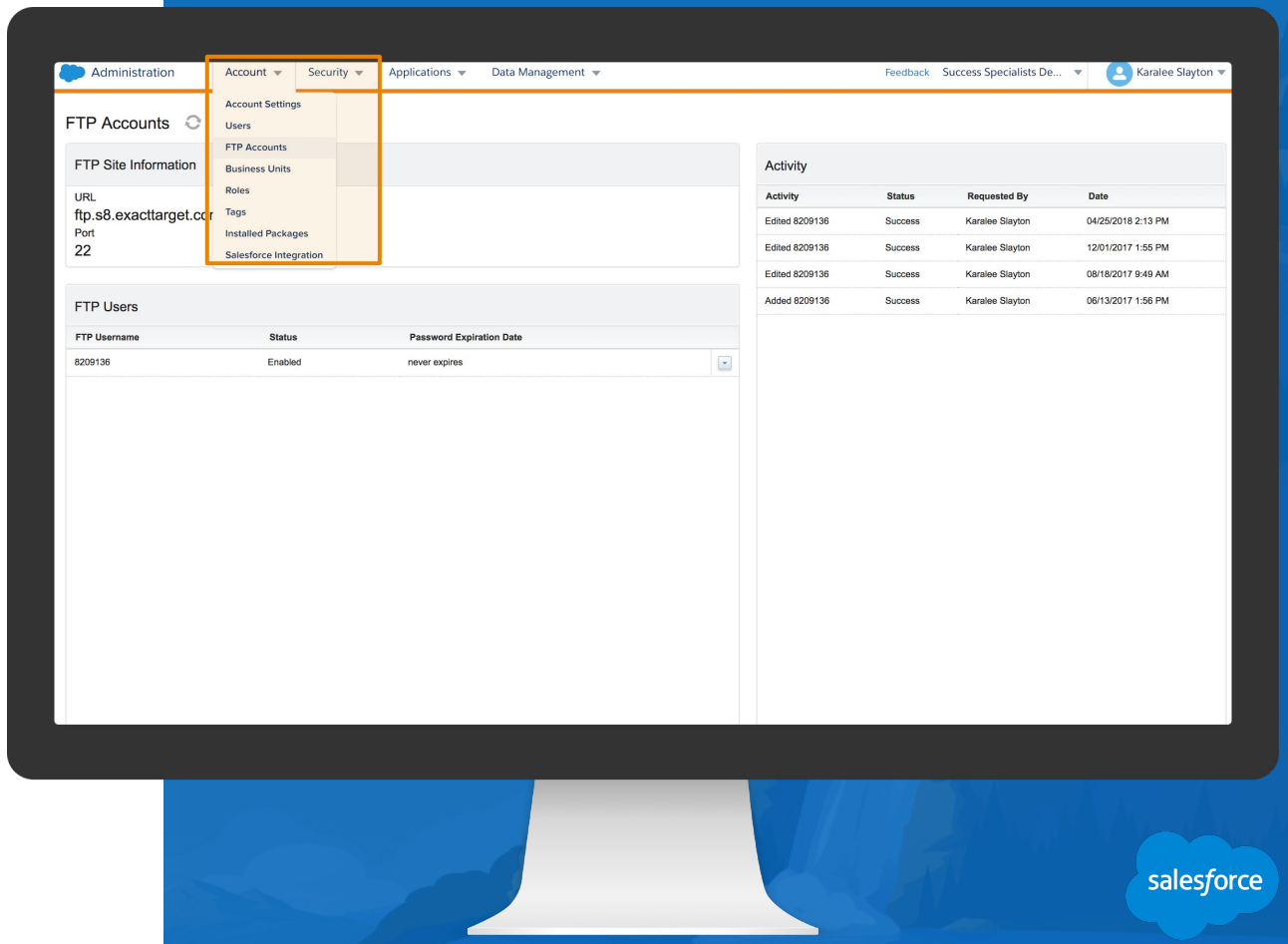
FTP accounts allow you to assign FTP privileges within your Marketing Cloud account. Each account MID includes an individual status:

- Enabled
- Pending
- Locked

Marketing Cloud requires enhanced FTP for these tasks:

- Importing lists from the FTP server
- Exporting information from the application database to the FTP server
- Export any single file of information that is over 5 MB
  Running reports available in the Marketing Cloud
- Using the file retrieval activity
- Extracting data from the application database
- To post import results files

Learn More about [Marketing Cloud FTP Accounts]



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Business Units

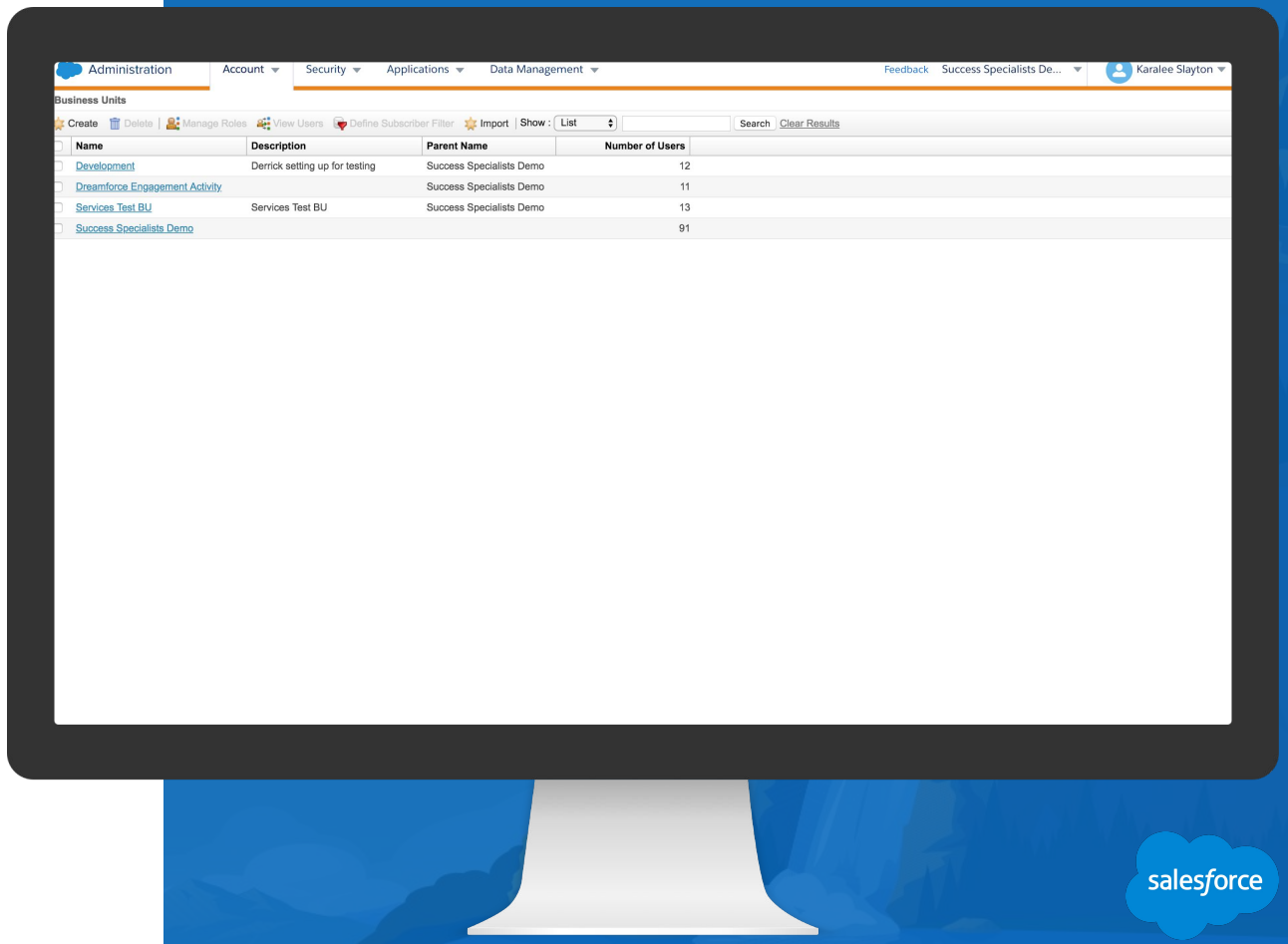
Business units allow you to control access to information and sharing of information.

Use the hierarchical structure of business units to control your brand while enabling access.
Organize the hierarchical structure of business units to match your business needs.

- Commercial messaging, by brand
- Business-to-business messaging
- Internal messaging

Business units can mirror workflow processes, demographic and behavioral data about your subscribers, or your organization's operational structure.
Separate business units are also used for added security in separating your customer data and access to it

Learn More about [Managing Business Units]



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Your Users, Permissions & Roles

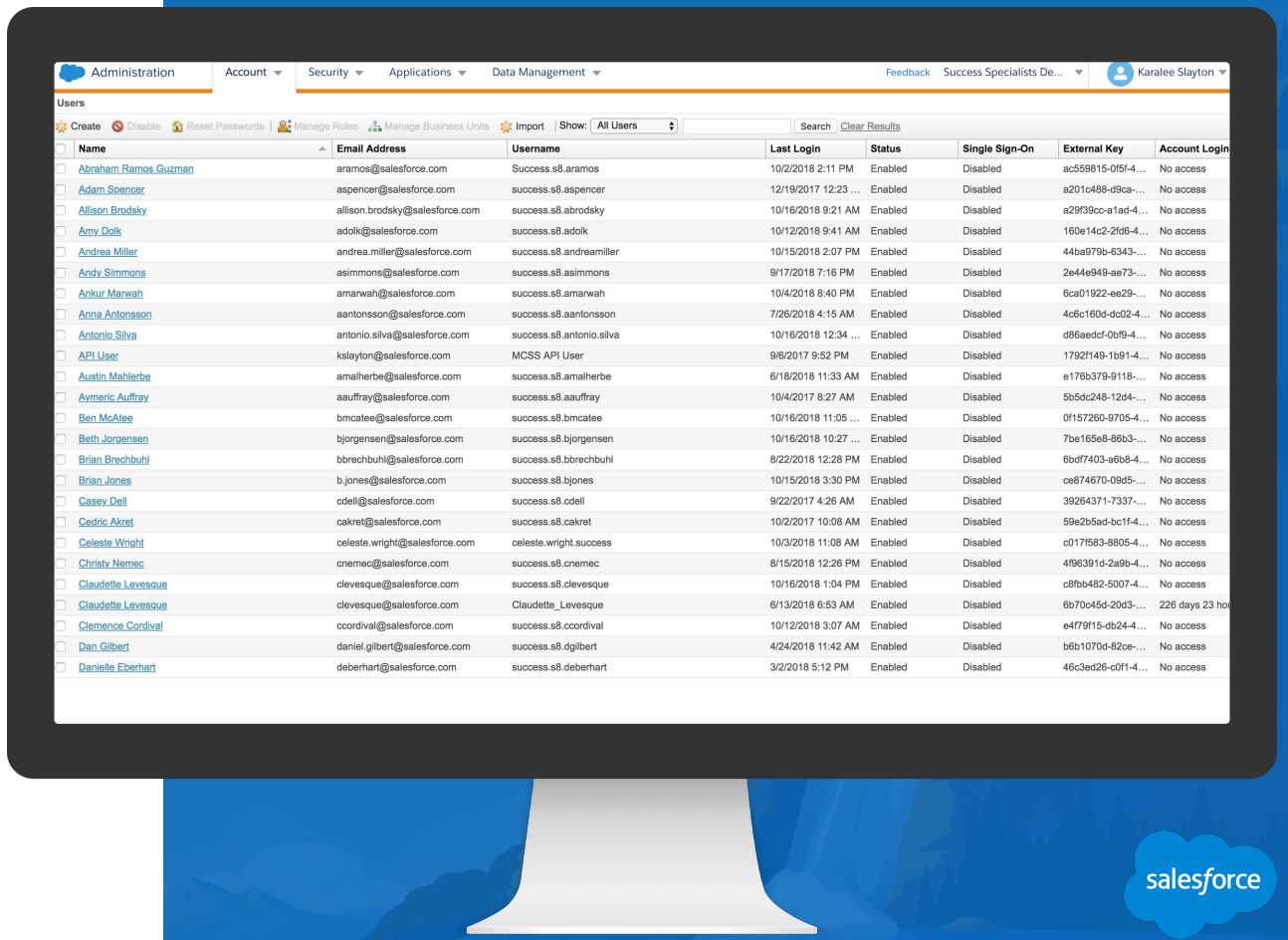
Understanding Users

Granting Access to Marketing Cloud

To help protect assets in your account and prevent unauthorized access:

- Create one user per person, API process, and third-party system that you integrate with.
- Do not allow users to share usernames and passwords because it increases the likelihood of a compromised account.
- Give each user the least possible access to accomplish their tasks in the application.

Administrators can add users, modify user permissions, disable users* and reset passwords.



*Users can only be disabled, not deleted, to retain the integrity of data in your account associated with the user.

Understanding Permissions

Controlling Access

Control a user's access to applications, screens or specific functionality with permissions.

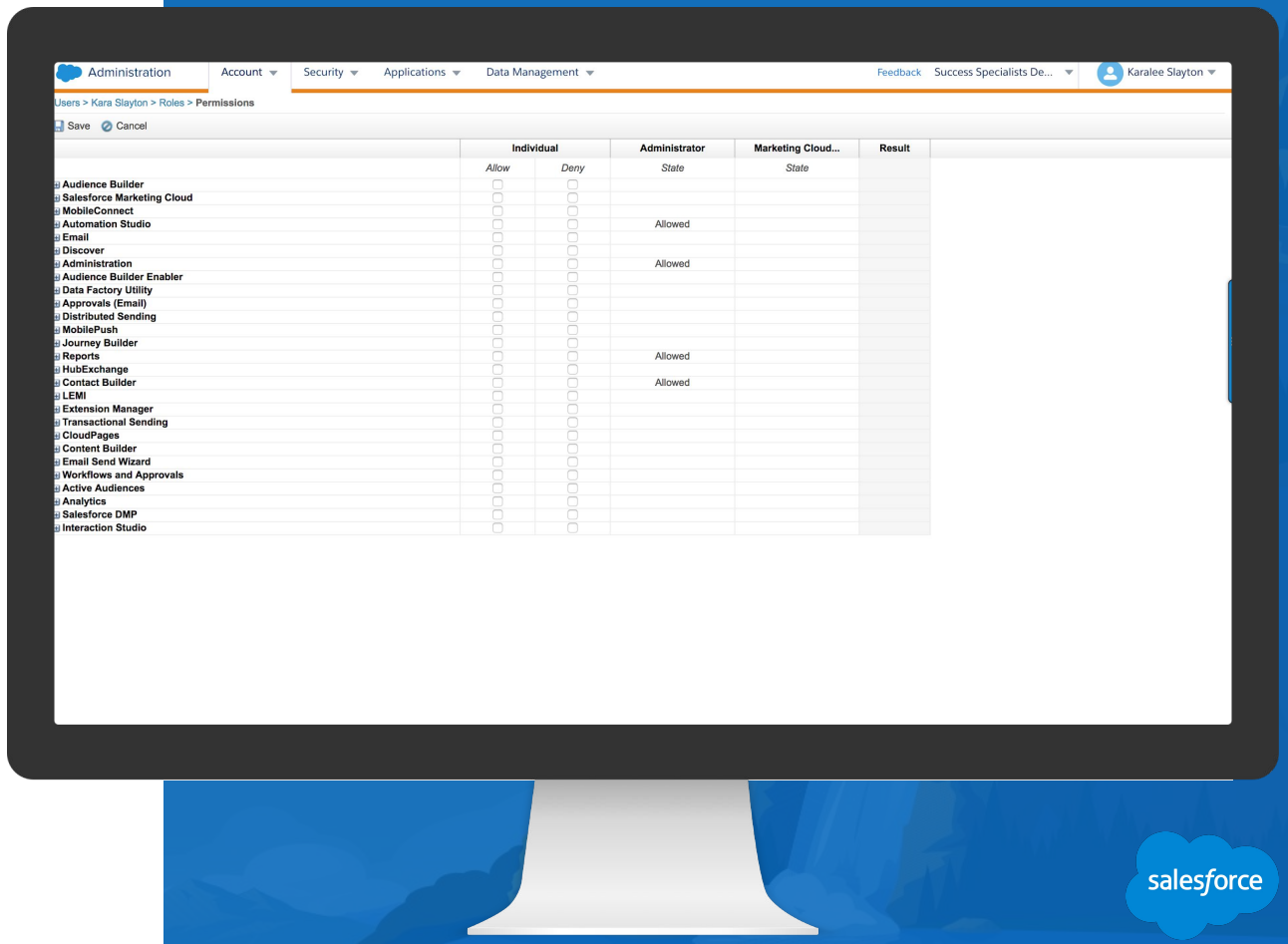
A permission can be set to:

- Allow
- Deny
- Not Set

Permissions not set, is the same as being denied. Permissions exist for everything a user can do in Marketing Cloud.

Roles are comprised of permissions..

*Note: Deny permissions always override allow permissions.



Understanding Roles

A collection of permissions

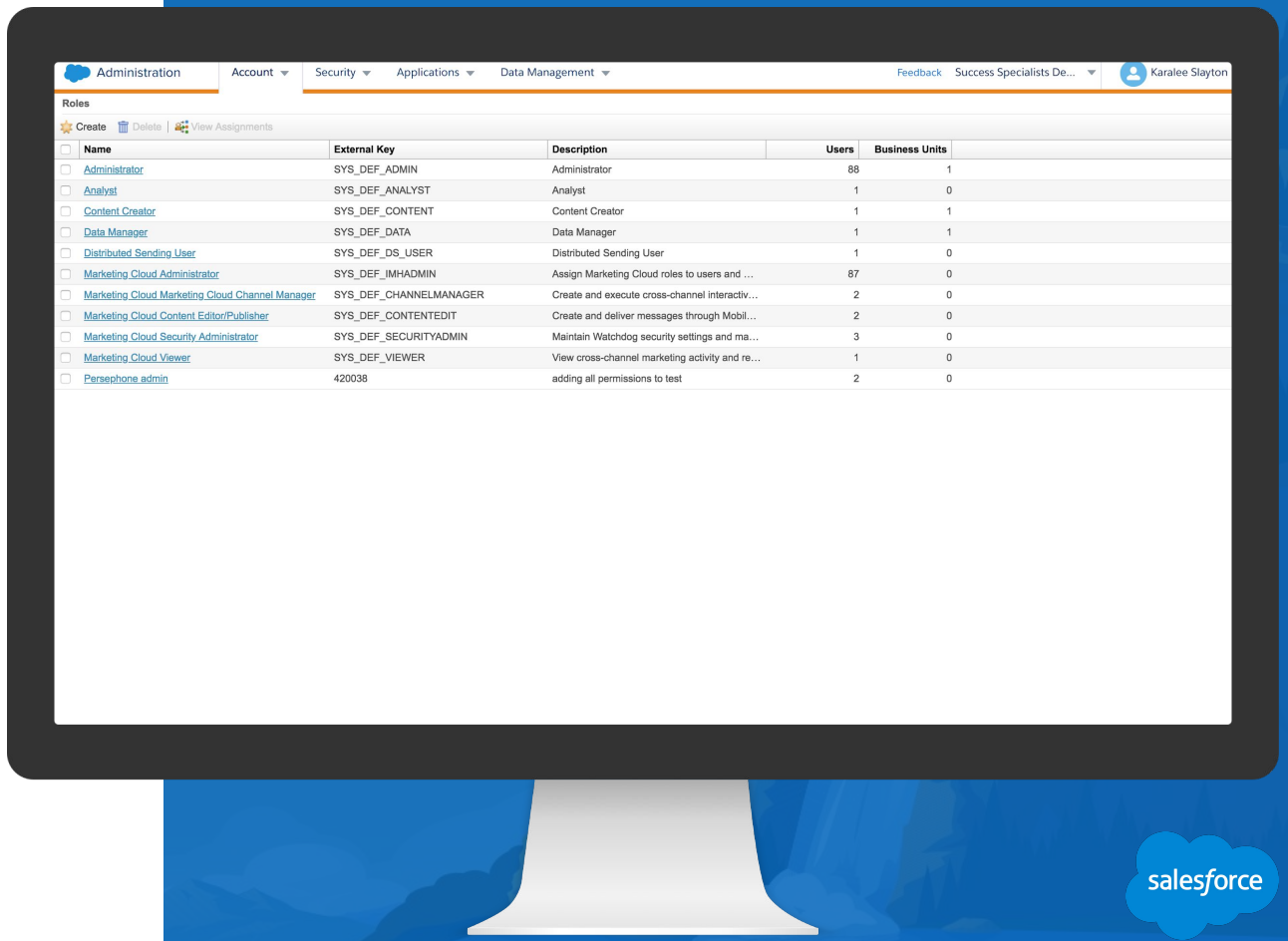
A role is a collection of permissions that allow or deny access to an application, to screens or specific functionality.

- Pre-defined roles can be assigned to any user based on default permissions.
- Pre-defined default roles cannot be edited.
- New roles can be created by the Administrator (E2.0).

Best Practices:

- Make roles broad enough so they can be assigned to multiple users within your organization.
- It's great to define new roles but do not delete default roles. Best practice is to clone a default role to make a new role.

*Note: The deny permissions that you set in a role override the allow permissions that you set on a particular user.



Marketing Cloud Standard User Roles

Each role includes a set of permissions that enable users to perform different tasks.

The following are the predefined roles in Marketing Cloud. *Default Roles Cannot be edited

Marketing Cloud Administrator	A person in this role assigns Marketing Cloud roles to users and manages channels, apps, and tools.
Marketing Cloud Viewer	A person in this role views cross-channel marketing activity that results in the Marketing Cloud.
Marketing Cloud Channel Manager	A person in this role creates and executes cross-channel interactive marketing campaigns and administers specific channels.
Marketing Cloud Security Administrator	A person in this role maintains security settings and manages user activity and alerts.
Marketing Cloud Content Editor/Publisher	A person in this role creates and delivers messages through applicable channel apps.

Learn more with a detailed list of permissions by role.

User Roles – Classic Roles for Email Studio

Each role includes a set of permissions that enable users to perform different tasks.

The following are the predefined roles in Email Studio *Default Roles Cannot be edited

Administrator	Administrator role is for the manager of Marketing Cloud and all associated Enterprise 2.0 business units. This role has control over all aspects of the application and can create, share, modify, and delete anything in your company structure.
Content Creator	The Content Creator role can access all aspects of content creation, but it has no control over other aspects of Marketing Cloud, such as subscriber information or tracking results. The content creator produces the images and text used in an email and lays out the messages. Other roles then approve and send the messages.
Data Manager	Analyst role maintains subscriber records and publication or suppression lists. The Data Manager role handles data imports and exports. The data manager may create relationships that span multiple business units, but this role usually doesn't create or edit content.
Analyst	The Analyst role includes permission to read, change, and update all information related to email sends. However, users with this role are unable to create or make changes to content and subscriber lists or administer users.

Learn more with a detailed list of classic permissions by role.

Defining Your Users

The administrator can:

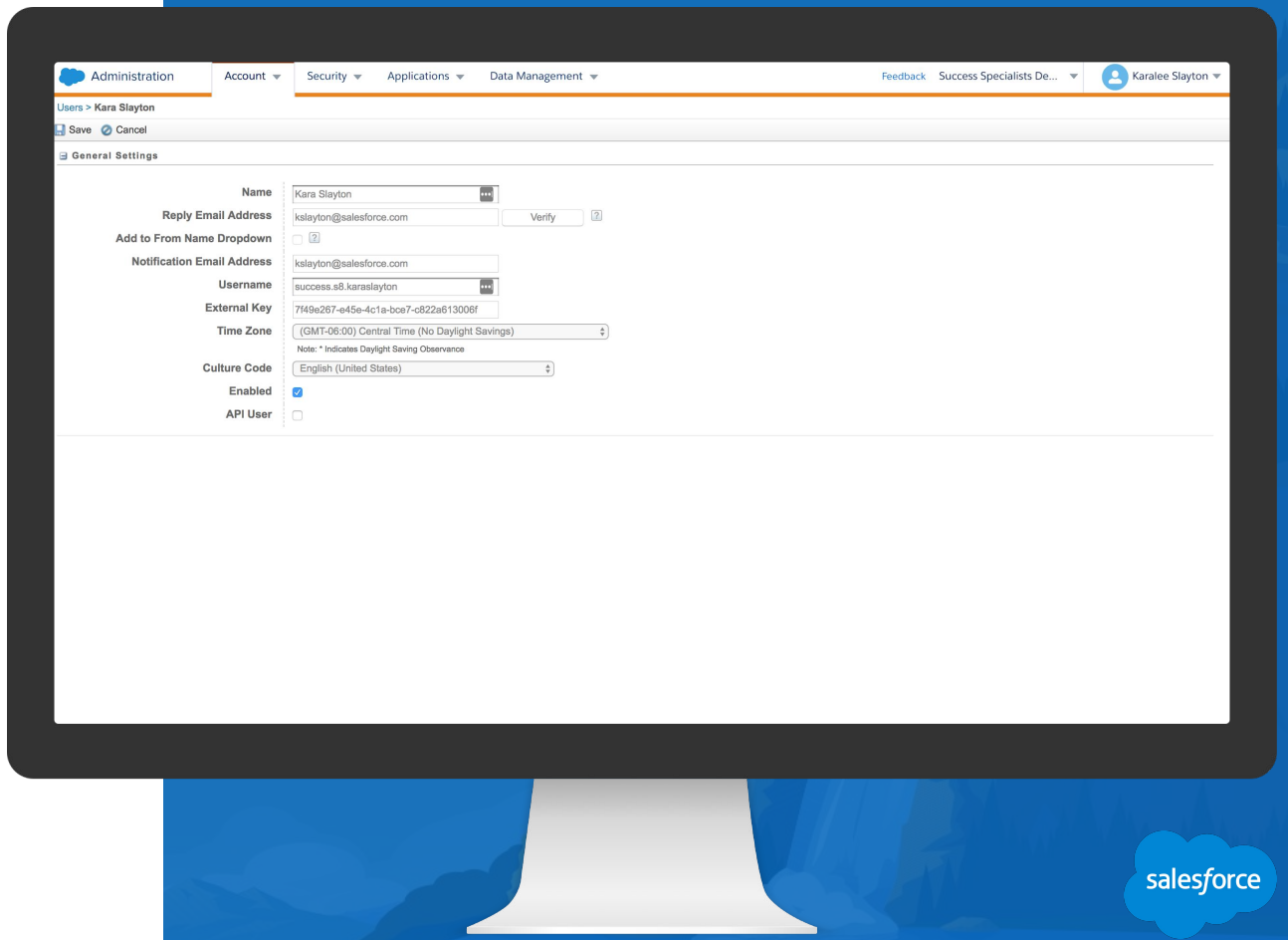
- Define which users or roles receive certain permissions.
  - i.e. which users are able to export data through role-based security.
- Assign a role or roles to a user, regardless of the business unit(s) that user is assigned to.
- Assign a role or roles to a user for a particular business unit.

Username	Full Name	Reply Email	Access	Permissions	Temporary PW

User Management

Administrative settings to manage your users

- Add a User
- Disable a User
- Assign a Role to a Business Unit
- Assign a Role to a User
- Change a User Password
- Modify User Settings and Permissions
- Reset a User Password



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Security Settings

Manage Your Security Settings (1)

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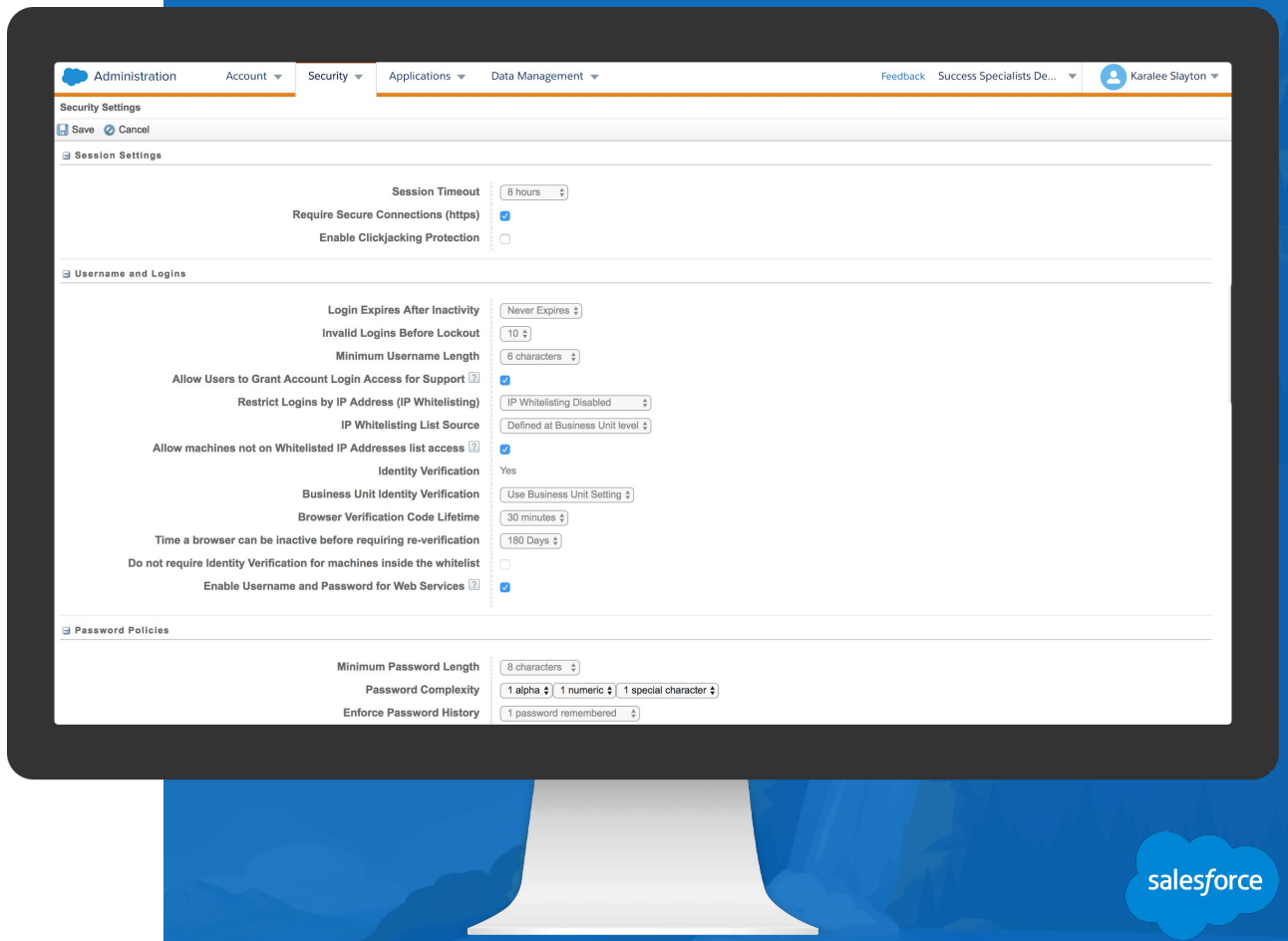
Security Settings allows you to define parameters for

- Session timeout
- Username and password conventions
- Lockout logic

These features help improve the overall security of your account.



Learn more with about [Security Settings]

Manage Your Security Settings (2)

Recommended Best Practices

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Setting	Recommended Best Practice
Session Timeout	20 minutes as a best practice.
Login Expire	90 days or fewer as a best practice.
Invalid Logins	3 as a best practice.
Count Invalid Logins	Yes as best practice
Minimum Password Length	8 as a best practice.
Enforce Password History	8 as a best practice.
User Passwords Expire In	90 days as a best practice.
Exclude FTP Users from Password Expiration	DO NOT- Instead, ask FTP users to schedule a time to change the FTP user password when necessary.
Password Change Confirmation Email	Always enable as best practice.
Export Email Whitelist	Yes, ensure your data remains with trusted users as a best practice.
JavaScript rendering	Disable, unless you absolutely must include JavaScript in your preview.

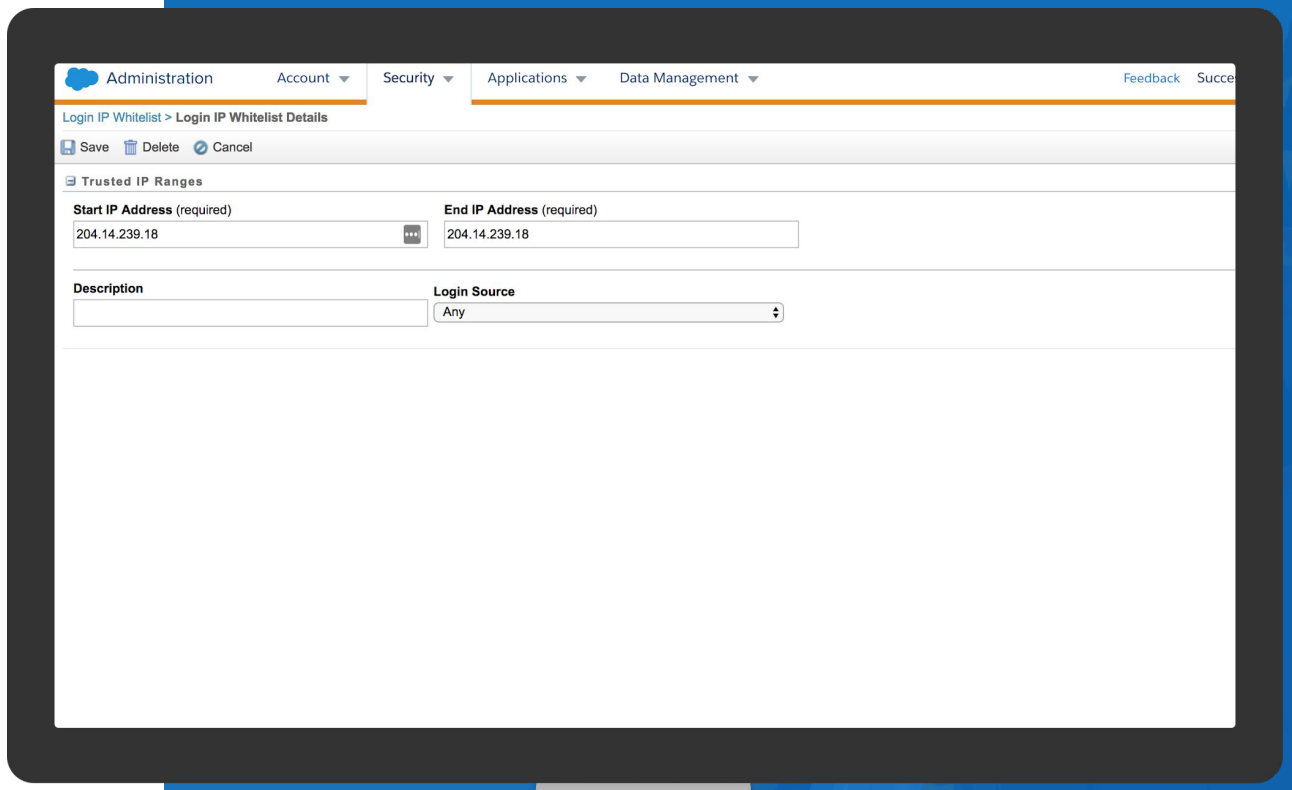
Learn more with about Security Settings

Login IP Whitelisting

Prevent unauthorized access

Use Login IP Whitelist to improve system security and help prevent unauthorized access to your account.

- **IP Whitelisting Disabled** - this default setting does not allow you to whitelist any IP range. The access log will not track any IP ranges.
- **Log Whitelist Violations** - this setting records any non-whitelisted login IP address but permits the login attempt.
- **Log Violations and Deny Access** - this setting records any non-whitelisted login IP address and blocks the login attempt.



Learn more about Login IP Whitelisting

Contact your Marketing Cloud account executive to enable this feature for your account.

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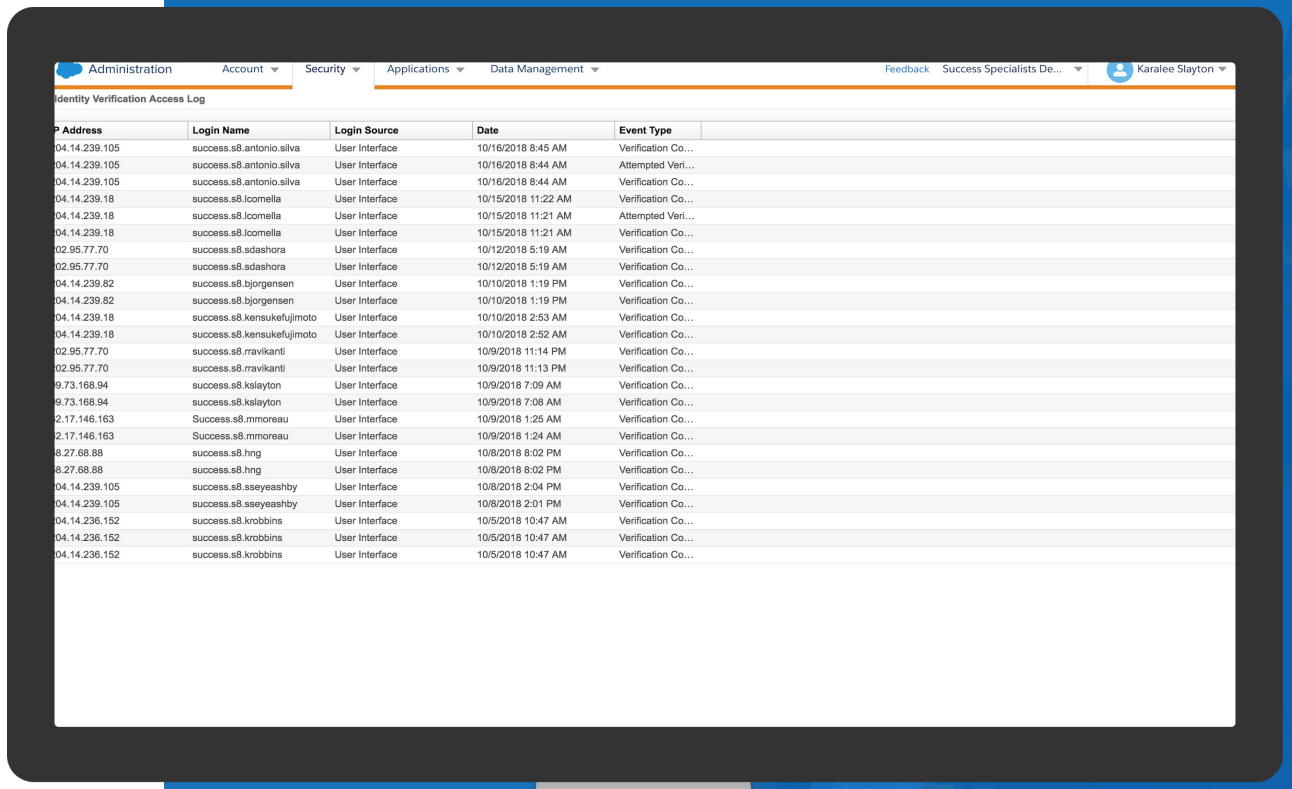
Identity Validation Access Log

Two-step Authentication

ID Validation Access Log allows you to view any recent validations.

This is a great place to look if a user is having trouble logging in, to see if they have validated their account first.



Learn more about ID Validation.

Contact your Marketing Cloud account executive to enable this feature for your account.

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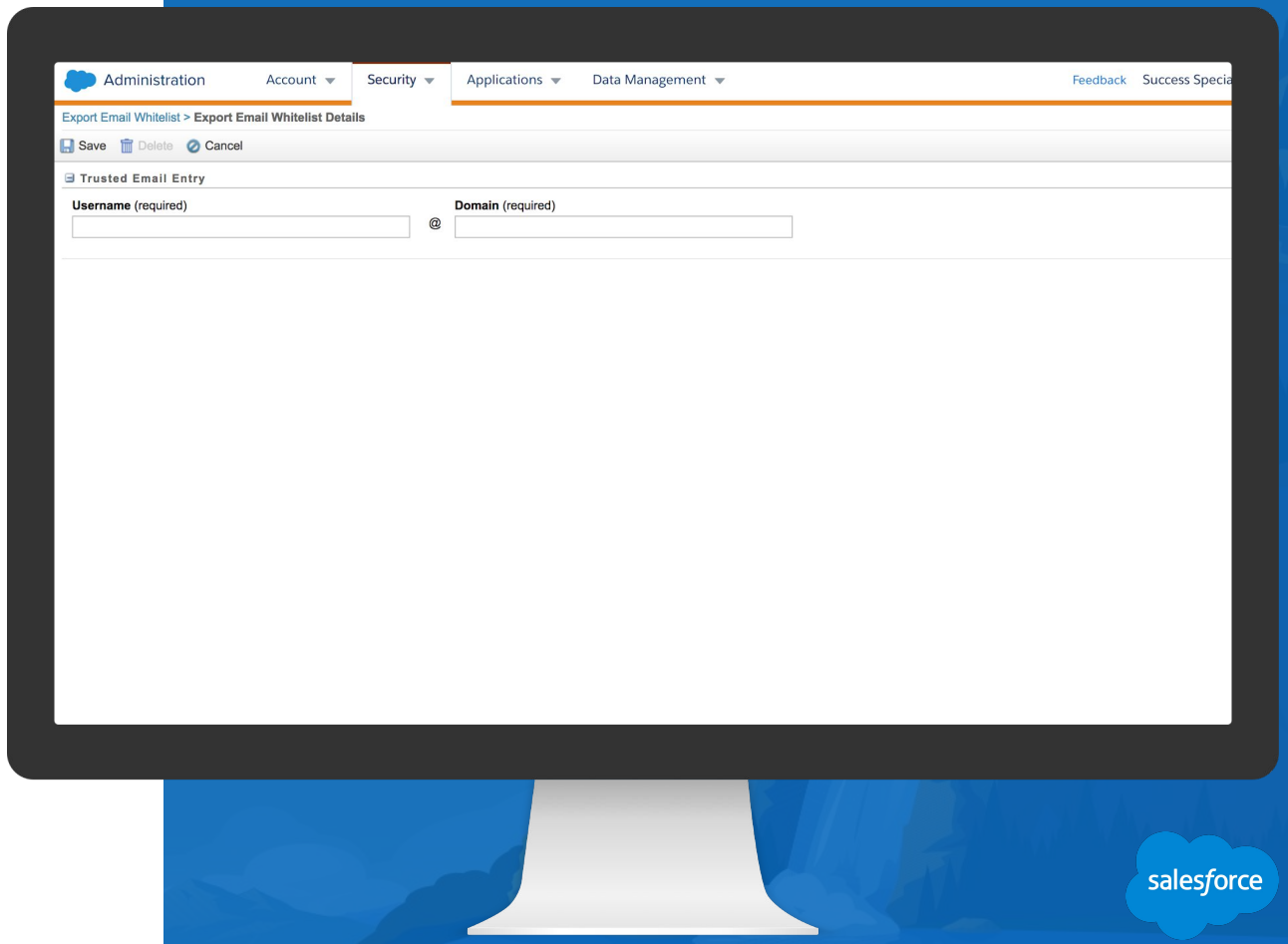
Export Email Whitelist

Secure Exporting

As an extra layer of security, you can determine which individual email addresses or domains can receive exports via email from your Marketing Cloud account. You can whitelist:

- A domain
- An email address



Learn more about Export Email Whitelist

Contact your Marketing Cloud account executive to enable this feature for your account.

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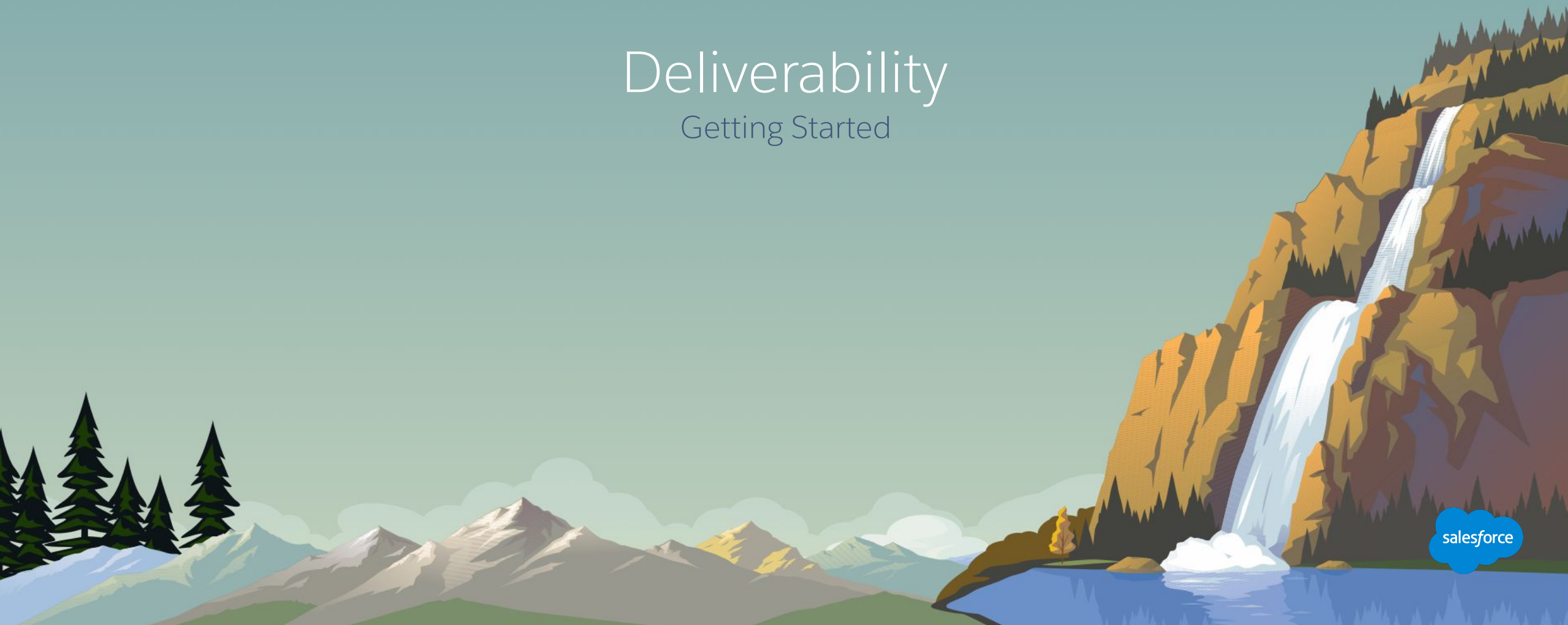
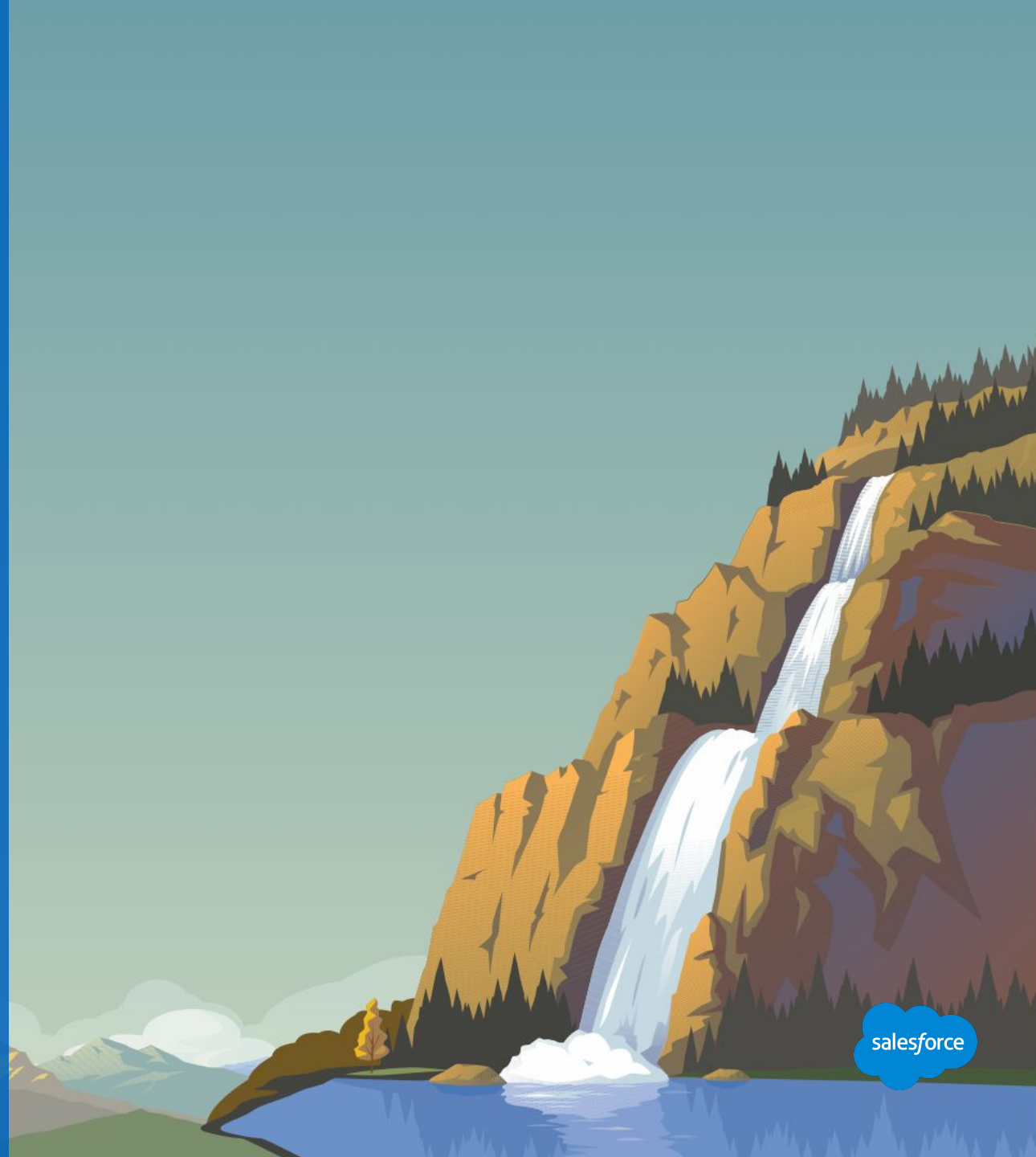
Deliverability

Getting Started



Deliverability Fundamentals



Understanding Email Deliverability

Deliverability is not necessarily the same as Delivered Rate.

Email Deliverability encompasses all the complexities involved with delivering your email to the intended recipients.

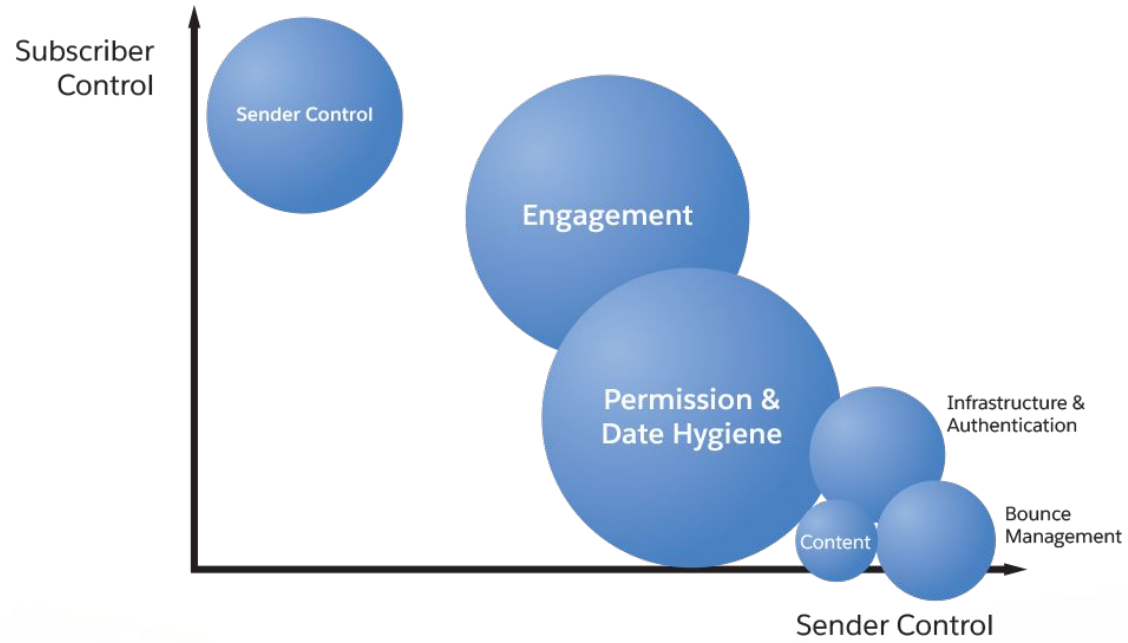
- It is estimated that up to 21%* of emails sent never make it to the inbox.
- Factors like content, authentication and infrastructure, list quality, subscriber engagement, spam filters, and more contribute to deliverability.
- Simply partnering with an ESP does not guarantee that your email will be delivered.

*Return Path Annual Survey Results

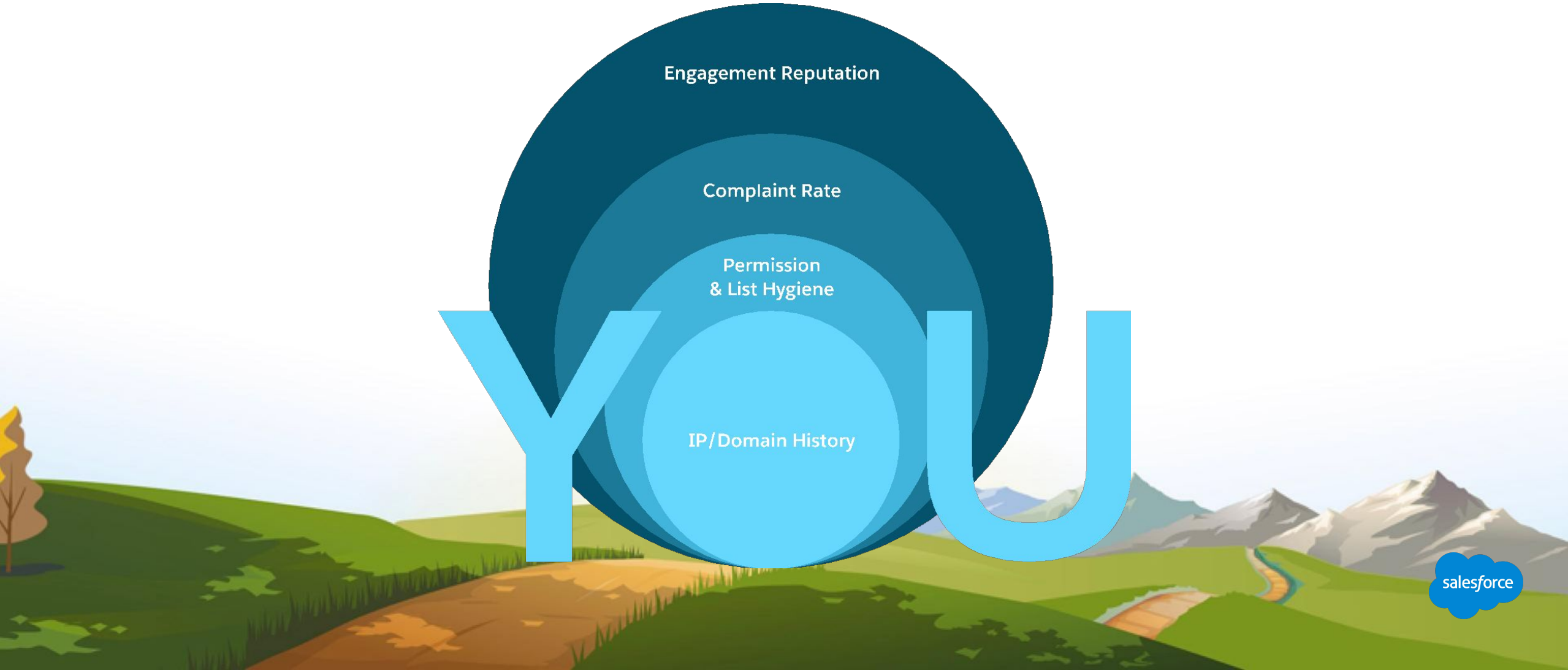
Understand the forces that affect your email delivery

Email deliverability is about your reputation as a sender.

- Mailbox providers collect data about clients' mailing practices to determine if they are a good or bad sender.
- They use this data to decide which mail is sent to the inbox and spam folder, or rejected.
- To increase your chances of reaching the inbox, you must have a solid understanding of what affects your delivery and deliverability.
- Often times Sender Reputation determines inbox placement.



Your Sender Reputation Precedes



Sender Reputation Directly Impacts Deliverability

Negative Impacts

Complaints

Complaints are the most important explicit action from end users, and they influence your reputation. This is the strongest signal that your end users do not like or want the mail you send.

List Hygiene

List Hygiene is all about the validity and health of your email lists.
There are 3 different groups that negatively affect your List Hygiene:
- Unknown users
- Spam traps
- Inactive users

Authentication

Authentication is easy yet crucial in signing your mail properly to establish and prove who you are as a sender.

Spam Traps

Spam traps are legitimate addresses whose sole purpose is to catch the bad actors who are send to either inactive addresses or unconfirmed opt-ins.
Spam Traps are operated by many Blacklist operators, ISPs, and Spam Filtering Companies.

Positive Impacts

Permissions

Permissions is the most important email best practice. While simple, it is the cornerstone of building a positive reputation.

Frequency

Email frequency is one of the primary reasons why people may unsubscribe or opt-down the amount of email they receive.

Content

Content, by itself, typically isn't a problem regarding reputation. The reaction–or lack thereof–to content influences reputation more.

Engagement

Engagement is most commonly associated with opens and clicks, but can also include other explicit actions that marketers can't easily see.

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Deliverability is a Practice to be Learned Early and Used Often

It is difficult to recover from a bad reputation

Implement best practices now by:

- Making corrective changes.
- Repairing broken processes.
- Testing and Monitoring.

Email Deliverability Best Practices

Permission is not Optional

Best practices in communicating with clients and prospects

Only communicate with subscribers that grant permission.

- They must know you, recognize the mail you send and be interested in your content and frequency of communications.
- Everyone on your subscriber lists must grant you permission for you to send them email via Marketing Cloud.

Comply with the guidelines in the Federal CAN-SPAM legislation.

- You are responsible for CAN-SPAM compliance of your company.

Most importantly, honor requests for removal from your mailing lists.

- Permissions, compliance, and deliverability success go hand-in-hand (-in-hand).

You will experience high complaint rates if your subscribers have not given you explicit permission to send them email.

Make List Hygiene a Priority

Best practices to identify and mitigate poor list quality

A bounce rate over 20% for any single mailing can have serious consequences.

- Create a process to identify inactive subscribers.
- Remove bounced addresses from your mailing lists between sends.
- Purge old or inactive addresses from your mailing lists.
- Honor your end users' requests to unsubscribe.
- Remove subscribers who haven't opened your emails in months.
- Audit sources of inactive addresses.

This will also help you avoid spam traps, as those addresses DO NOT open or engage.

For more information, see Remove Hard Bounced Email Addresses.

Be Recognized

Best practices to ensure subscribers recognize an email is from you

Do people want your email and are your prospects engaged?

- Low engagement, high bounces, high complaints and bought lists
- all lead to bad delivery rates.
- All of the names on your subscriber lists must have given you permission in order for you to send them email via Marketing Cloud

Ensure that your 'from name' and 'from email address' are recognizable by subscribers. Include an actual company or brand name in the ‘from address’.

- Some ISPs only show the ‘from address’, rather than the name and address of the sender.
- **Include your organization name in the subject line**
- Using your organization name in both the ‘from address’ and the subject line will decrease the chances your email will end up in spam folder.

Learn more with Subject Lines Best Practices.

Create Engaging Content

Best practices in how content affects engagement and deliverability

Make it relevant. Give readers a reason to open and take action.

- Many recipients open email based on subject line alone.
- Recipients often only read the subject line or the first few lines of an email. Include your CTA early on in your message.
- Segment based on preference and history, and personalize the message.

Test every message before sending.

- Ensure proper rendering and identify potential spam filter issues before you send.

Balance text and imagery.

- Don’t create messages as a single large image, as this is a common spammer technique used in attempt to bypass spam filters.
- Avoid using URLs or images that link back to third parties or have questionable reputation.

Learn more with the Email Design Toolkit

Reduce the Chances of Complaints

Best practices to ensure your email is warranted and wanted

Make sure you have Express Consent to mail.

Don’t buy/rent lists; Know who your data partners are.

Are you sending your emails more often than you promised? Less often?

Is the content different from what you promised?

- People may unsubscribe, opt-down or complain about the amount
- of email they receive. Provide options to customize their mail
- volume and cadence.

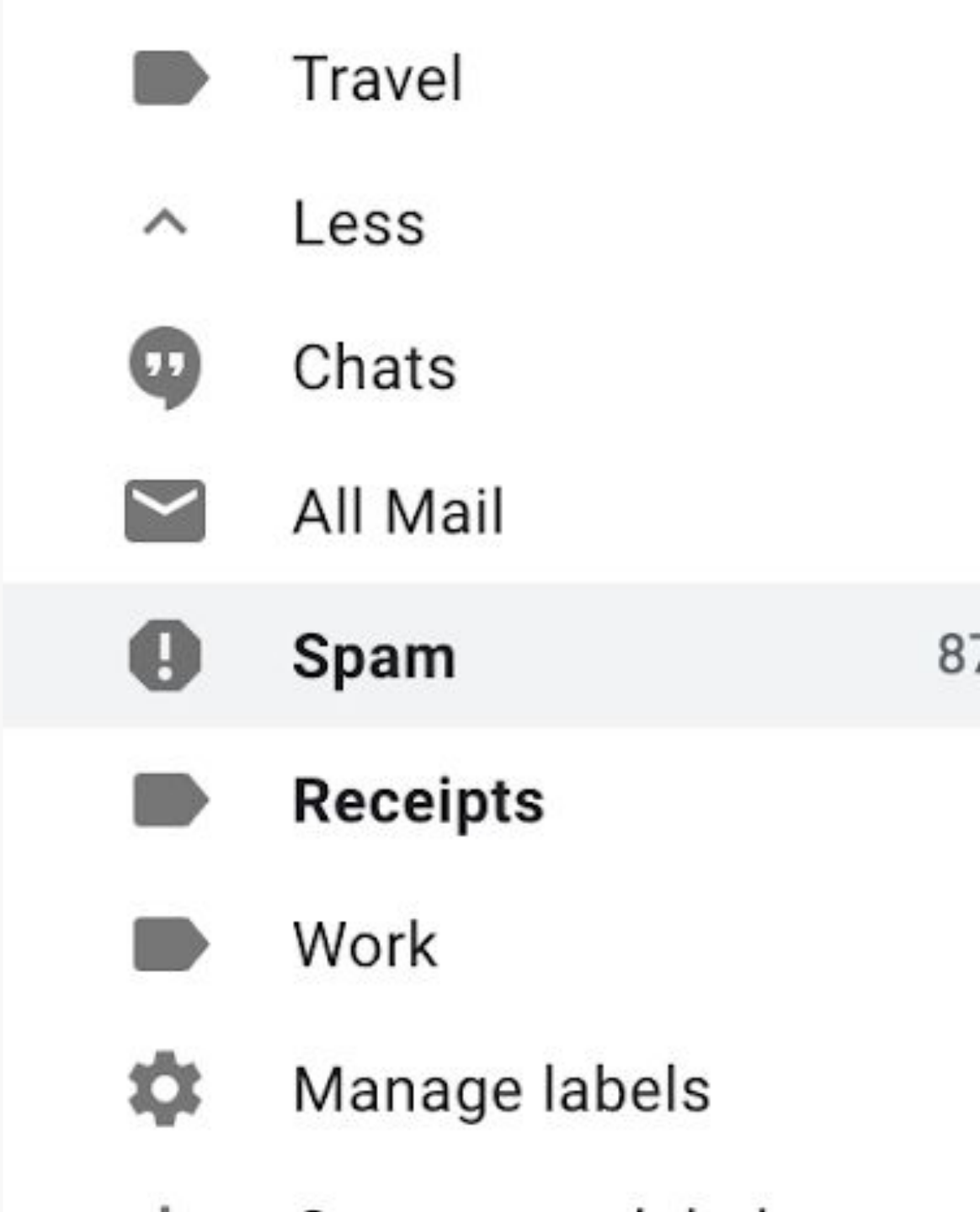
Conduct complaint analysis:

- Complaints are visible to senders through publically available FBLs from the ISPs.
- Complaints can be monitored through your SMC general tracking reports, listed as unique complaints and complaint rates.

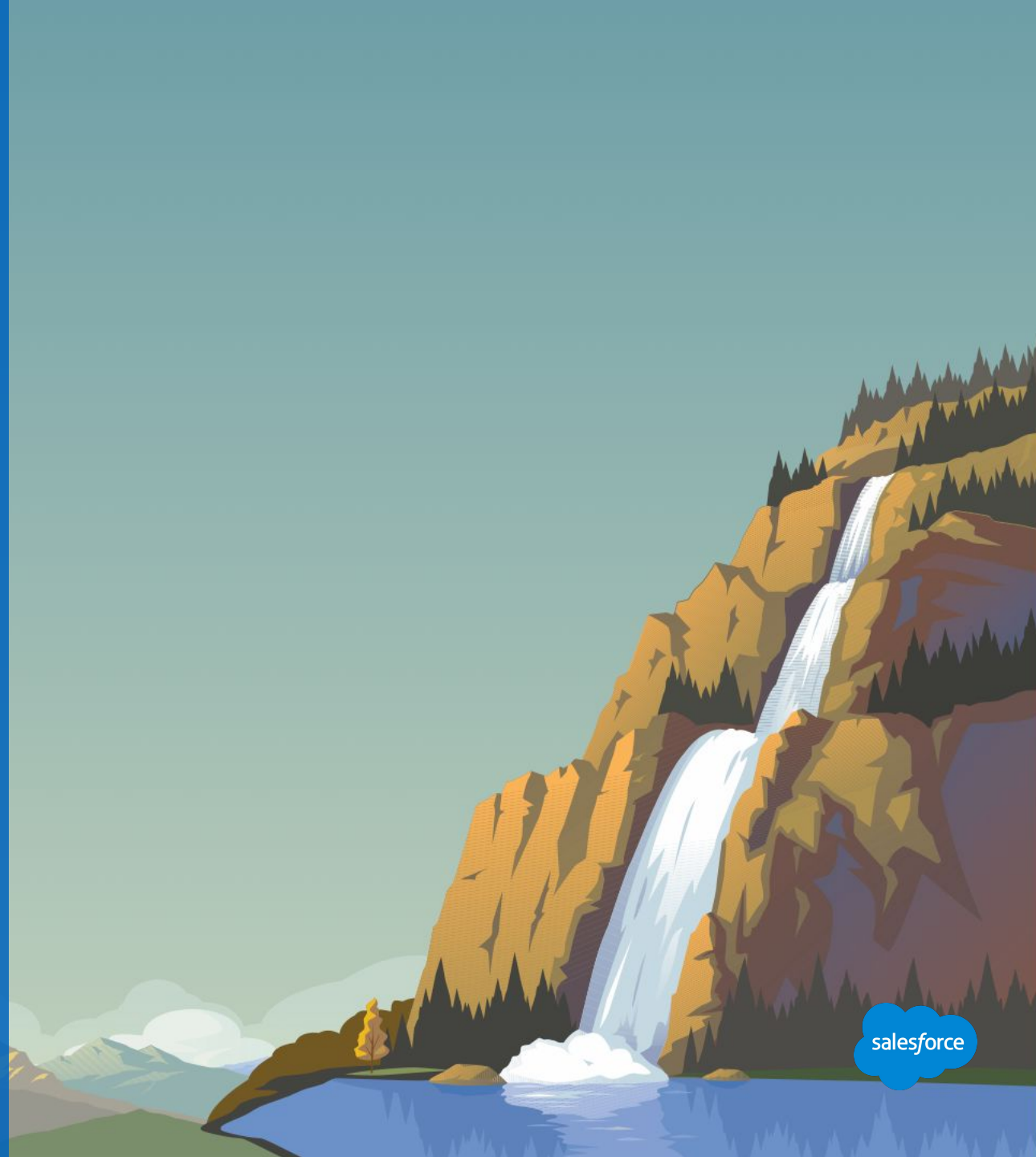
CAN-SPAM: US Federal Anti-Spam Law

All Marketing Cloud clients must comply with CAN-SPAM and any relevant anti-spam legislation relevant to their country or region.

- **Promptly unsubscribe** users after they request it. Manage unsubscribe within 10 days and enforce them across your enterprise.
- **Opt-in is king!** Always capture opt-in or affirmative consent to remove labeling requirements -- and to comply with Marketing Cloud's permission requirements.
- **Ensure that subject lines** are not deceptive or misleading.
- **For transactional** or relationship messages, ensure that the subject line is non-promotional and that the transactional content is placed above any commercial content.
- **Sending unsolicited email puts your brand and company at risk.** ISPs actively attempt to identify and block senders who send unsolicited mail. This is allowed under the law.
- For information on CAN-SPAM compliance, see CAN-SPAM Compliance System Guide.



Marketing Cloud Deliverability Features & Functions



Marketing Cloud Deliverability Features and Functions

Marketing Cloud offers several tools and alerts to help you optimize your deliverability, including:

Bounce Mail Management	This feature helps improve deliverability by automating suppression of bad addresses over time.
List Detective	A proprietary suppression list of known spam traps and known domains that no longer provide email service. It is designed to protect senders from mailing to commonly known bad domains.
Content Detective	This tool helps you identify spam triggers in your email content. This feature mirrors the logic used by spam-filtering software to identify words, phrases, and patterns likely to trigger filters and then recommends a resolutions
Email Validate	Checks your email message for common issues that could prevent your email from being sent. Validate your email and make corrections before starting any sending process. Validate is included in Subscriber Preview in Content Builder.
Reply Mail Management	Automates reply management, including manual leave or unsubscribe requests received in the form of a reply.
Bounce Detective	Receive a trigger-based email notification when domains exceed certain bounce threshold percentages. (By request only).
Reputation Audit	This email audit shares results analyzing authentication, reputation, DNS checks, blacklistings, and headers. (By request only).
Deliverability and Engagement Reporting	My Tracking and Standard reports are available to monitor email performance and deliverability trends in many different ways.

Bounce Mail Management

Four Primary Bounce Reasons

SOFT BOUNCE

Email server rejects mail due to a temporary condition.

- Mailbox is full
- Connection timing out

SMC will retry sending the email to the subscriber every 15 minutes for 72 hours (288 attempts) before changing their status to “bounced”.

HARD BOUNCE

Email server rejects the email due to permanent condition.

- User unknown
- Invalid email account
- Address not existent

SMC will automatically change status of subscriber who hard bounces from trusted domains after 1 hard bounce. (Gmail, RR, and Hotmail)

BLOCK BOUNCE

Email server rejects the email due to filter issues, authentication failures, spam or reputation issues.

- Blacklist
- Failed authentication
- Spammy characteristics or content
- Excessive complaints/trap hits
- Phishing/Spoofing

Blocks are a direct result of poor reputation

TECHNICAL BOUNCE

Considered a type of soft bounce, email server rejects the email due to technical errors.

- Server overwhelmed, too busy
- Data format error
- Network error

AOL will technical bounce mail with large volume spikes.

Free Tools to Monitor Your Reputation

Bounce Detective

A proactive email alert sent if recent send has an elevated bounce rate at any domain with 25+ recipients.

Note that this does not monitor triggered sends or automations, only on batch sending.

This works at the enterprise level -- if set up at enterprise level, all child accounts (business units) are monitored.

Want Bounce Detective?

- Submit a support case to request that Bounce Detective be enabled.
- Specify who should receive alerts.

SFMC reputation

SALESFORCE MARKETING CLOUD **BOUNCE DETECTIVE**

Created on: 10/12/2018 12:22:03 PM
Start Date: 10/12/2018 6:23:30 AM
End Date: 10/12/2018 12:23:30 PM
Client ID: 7229630
Client Name:

Member ID	Name	Job ID	Domain	Sends	Total Bounce Rate	Hard Bounce Rate	Soft Bounce Rate	Block Bounce Rate
7232472	North America	275684	yahoo.co.jp	26	50.00 %	50.00 %	0.00 %	0.00 %
7232472	North America	325087	189.cn	181	93.92 %	0.00 %	0.00 %	93.92 %
7232472	North America	325087	21cn.com	75	93.33 %	0.00 %	0.00 %	93.33 %
7232472	North America	325087	adobe.com	40	25.00 %	0.00 %	0.00 %	0.00 %
7232472	North America	325087	asml.com	34	20.59 %	0.00 %	0.00 %	0.00 %
7232472	North America	325087	assumption.edu	33	36.36 %	0.00 %	0.00 %	0.00 %
7232472	North America	325087	baylor.edu	79	24.05 %	0.00 %	0.00 %	0.00 %
7232472	North America	325087	coca-cola.com	55	20.00 %	0.00 %	0.00 %	0.00 %
7232472	North America	325087	csub.edu	33	24.24 %	0.00 %	0.00 %	24.24 %
7232472	North America	325087	foxmail.com	254	38.19 %	0.00 %	0.00 %	37.01 %
7232472	North America	325087	gci.net	29	93.10 %	0.00 %	0.00 %	93.10 %
7232472	North America	325087	global.com	174	100.00 %	0.00 %	0.00 %	0.00 %
7232472	North America	325087	hnair.com	32	43.75 %	0.00 %	0.00 %	43.75 %

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Free Tools to Monitor Your Reputation

Reputation Audit

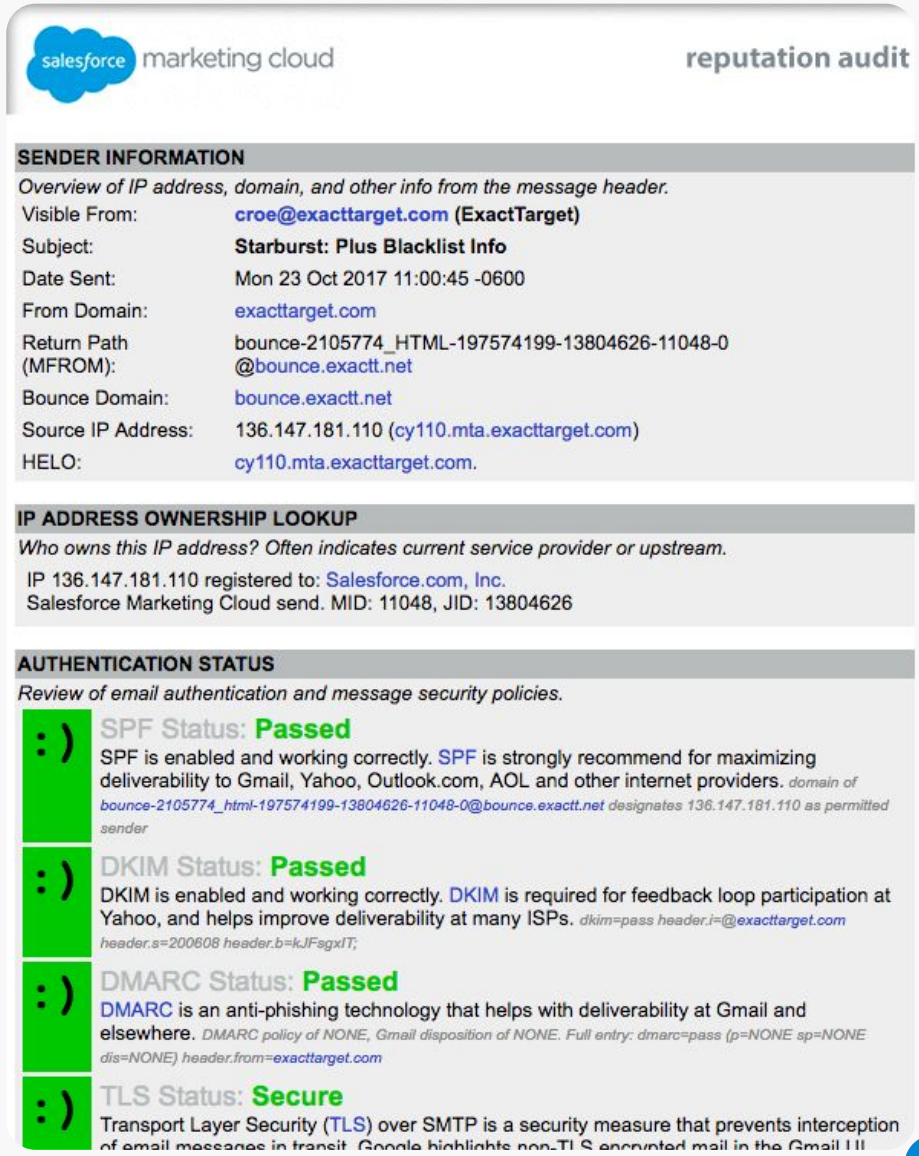
We have a FREE tool called REPUTATION AUDIT where clients can send an email to a special address to be tested.

Results will include authentication results (such as DKIM, SPF, TLS and DMARC)

Plus SpamAssassin spam filter content scoring, blacklist checks, and more!

From our email platform, send your email message to reputation@etreputation.com

Then submit a case via our help and training portal to request that support forward you results. Be sure to tell support your FROM ADDRESS and SUBJECT LINE so they can find the right message (and correct reporting results.)



Marketing Cloud Reporting

Here are some reports that are useful for deliverability-related purposes.

Look at your send statistics in **My Tracking** -- specifically, open rate and bounce rate.

- 15%+ is a great open rate. 10-15% is an OK open rate.
- Is your bounce rate greater than 10%? You may be experiencing ISP blocking.

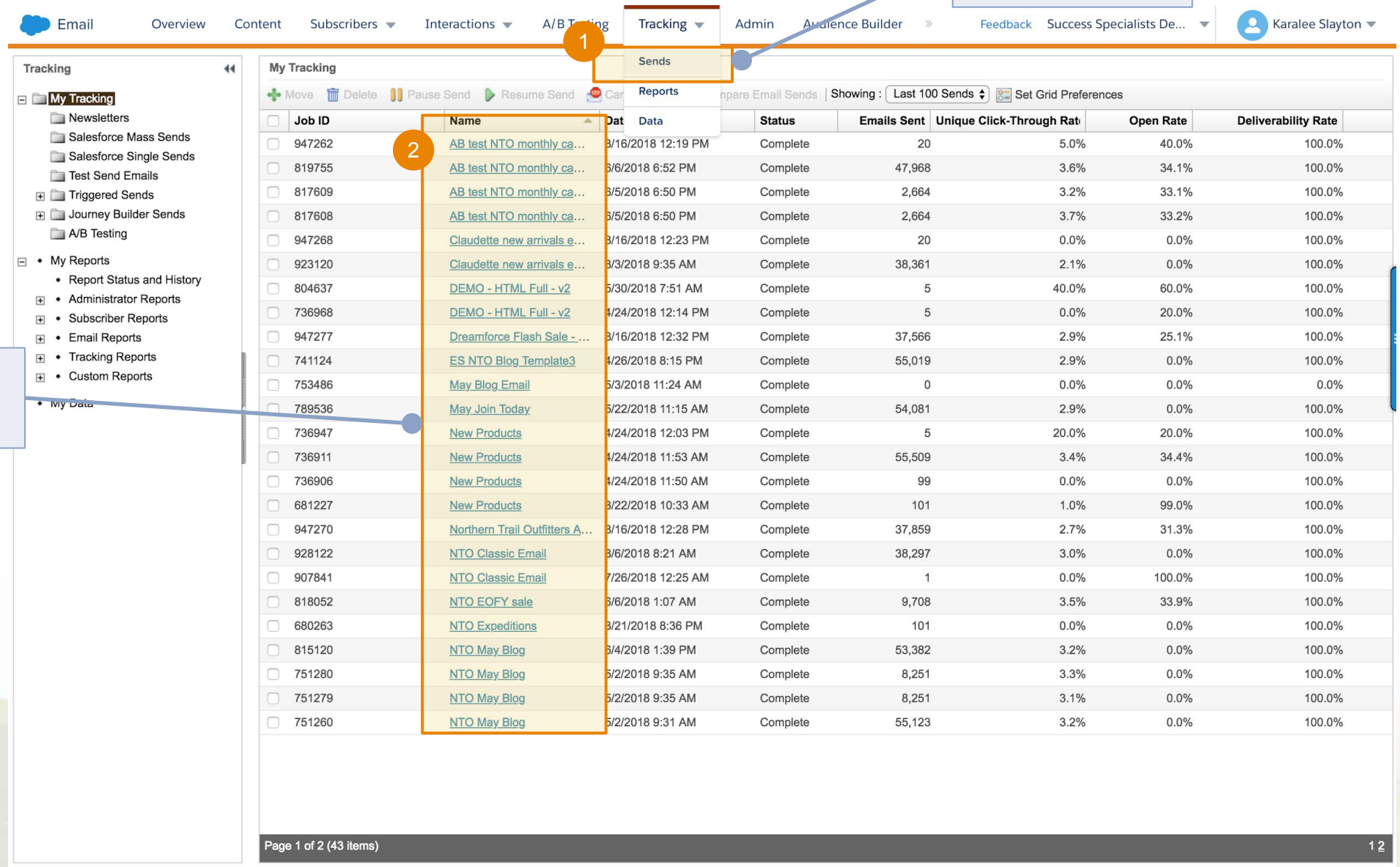
Run the Subscriber Engagement Report to pull information into a third-party program, like Microsoft Access, to query emails not clicked or opened.

To identify unknown user rate, look at general tracking reports that show Unique Hard Bounces and Hard Bounce Rates. This metric captures the amount of invalid or unknown users that have landed on your file and are being mailed to.

Individual Job Tracking in Email Studio

Walk With Me

Click “Sends”



Click on email name for details

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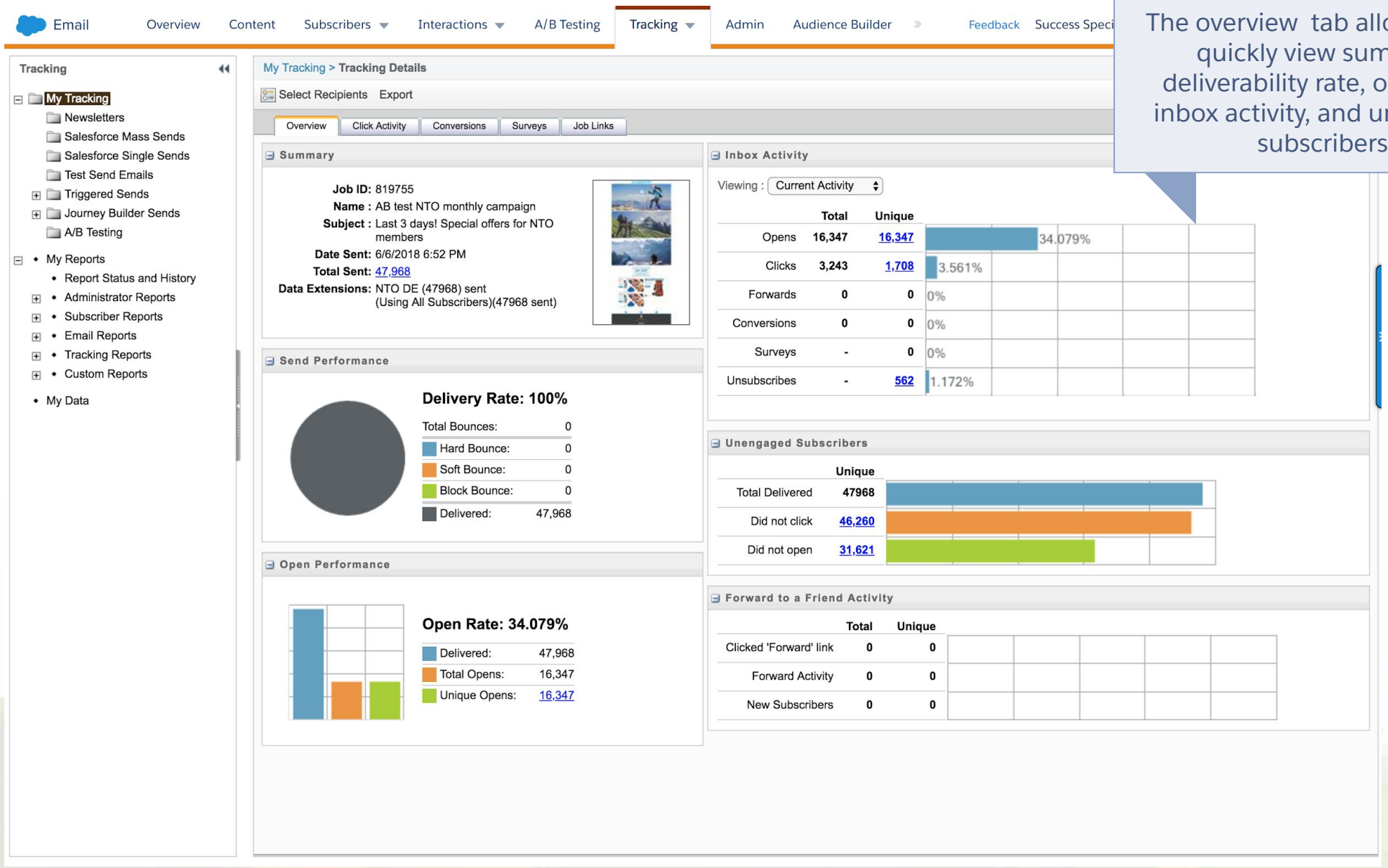
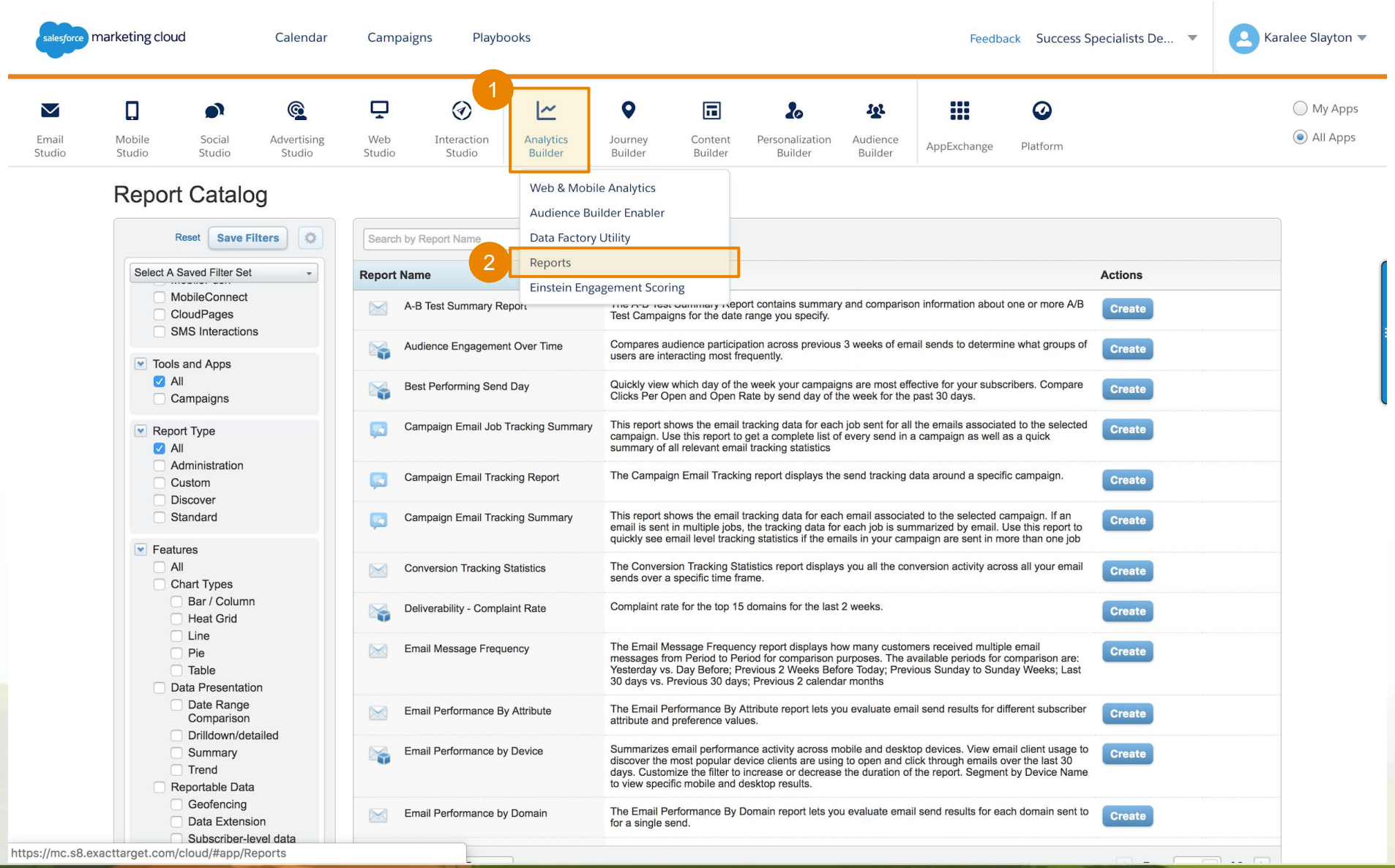
Tracking: Details Workspace

Walk With Me

The overview tab allows you to quickly view summary, deliverability rate, open rate, inbox activity, and unengaged subscribers.



Where to find Reports in Marketing Cloud



Sender Authentication Package (SAP)

Control your branding by mapping your domain name onto Marketing Cloud.

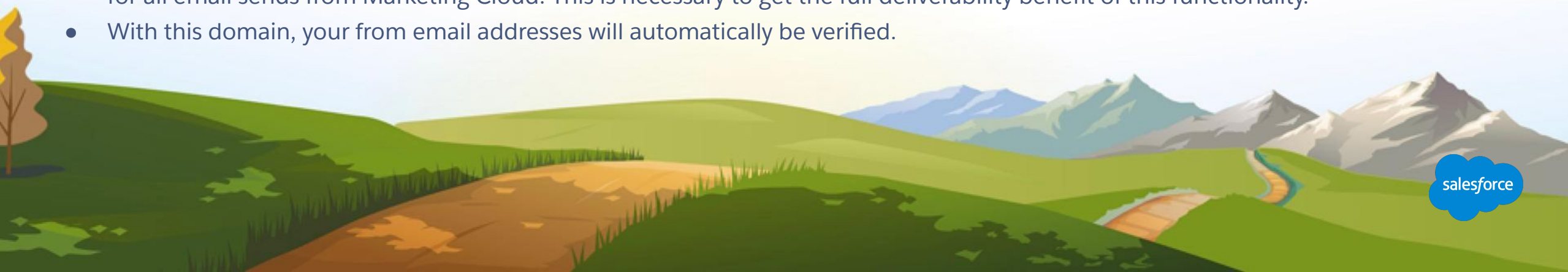
Includes branded links and email headers, a dedicated IP address, email authentication with DKIM and SPF, and reply handling with reply mail management.

Do you have Sender Authentication Package?

- Did you fill out the online form to choose your domain name?
- If you're not sure, contact support for assistance.

When you have Sender Authentication Package, be sure to use your Sender Authentication Package Domain in your from address.

- If your Sender Authentication Package domain is "email.domain.com" you should always send as (something)@email.domain.com for all email sends from Marketing Cloud. This is necessary to get the full deliverability benefit of this functionality.
- With this domain, your from email addresses will automatically be verified.



What is IP Warming? Why is it Important?

How to gradually increase email volume while establishing your reputation

“Backlash of not warming your IP properly will lead to months of trouble.”

Sri Somanci
Google Postmaster

IP warming is the practice of methodically increasing email volume sent via a new dedicated IP address according to a predetermined send schedule.

This gradual process helps senders establish a reputation with ISPs and identify as a legitimate sender.

Sender reputation is closely tied to IP address. When sending from a new IP address, ISPs have no reference point to determine legitimacy or reputation. Since delivery and inbox placement are linked to sender reputation, it is crucial to execute IP warming successfully.

IP Warming Timing and Expectations

Understanding the journey of IP warming

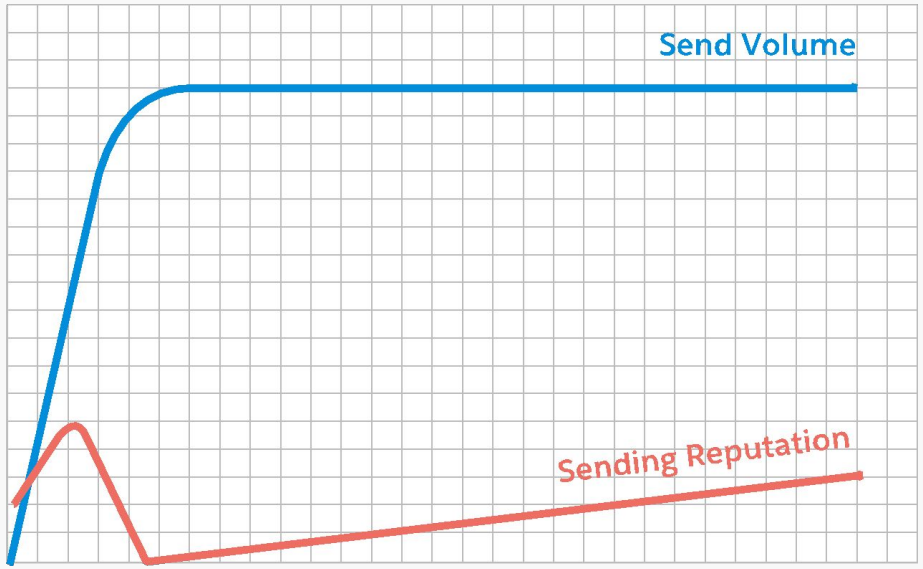
Minimum of 4 weeks to establish an identity and reputation with ISPs.

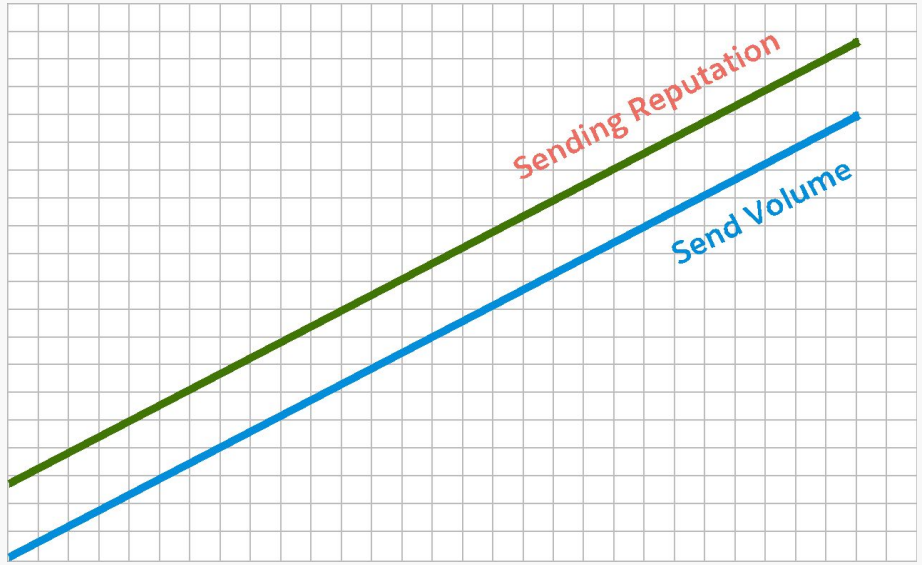
Influencing factors include send cadence, volume, complaints, bounces and engagement.

Specific volume thresholds per domain for each day of each week to follow, while building volume steadily week over week.

Send Cadence: minimum 3 days a week to establish proper cadence and sending patterns.

Focus on most engaged subscribers to help boost engagement and help limit bounces/complaints.





IP Warming Calendar

Build your sending reputation

Limit volume per domain day-by-day.

Segment per domain, starting Gmail off a bit slower.

If segmentation by domain is not possible, use the alternate simple calendar.

Slower, but has easier segmentation

Limits overall volume per IP address in a way that should fall within with per-domain guidelines

ISP/Domain	Day 1-3	Day 4-5	Day 6-7	Day 8-14	Day 15-21	Day 22-28	Day 29+
AOL/Yahoo	20,000	20,000	20,000	40,000	80,000	160,000	320,000
Microsoft	20,000	20,000	20,000	40,000	80,000	160,000	320,000
Gmail	5,000	10,000	20,000	40,000	80,000	160,000	320,000
ATT	20,000	20,000	20,000	40,000	80,000	160,000	320,000
Spectrum/Charter	20,000	20,000	20,000	40,000	80,000	160,000	320,000
Cablevision	20,000	20,000	20,000	40,000	80,000	160,000	320,000
Comcast	20,000	20,000	20,000	40,000	80,000	160,000	320,000
Apple	20,000	20,000	20,000	40,000	80,000	160,000	320,000
All others	20,000	20,000	20,000	40,000	80,000	160,000	320,000

Preferred IP Address Warming Calendar

Day	Daily Max Volume
1-7	50,000
8-14	100,000
15-21	200,000
22-28	400,000
29-35	800,000
36+	1,600,000

Alternate simple IP Address Warming Calendar

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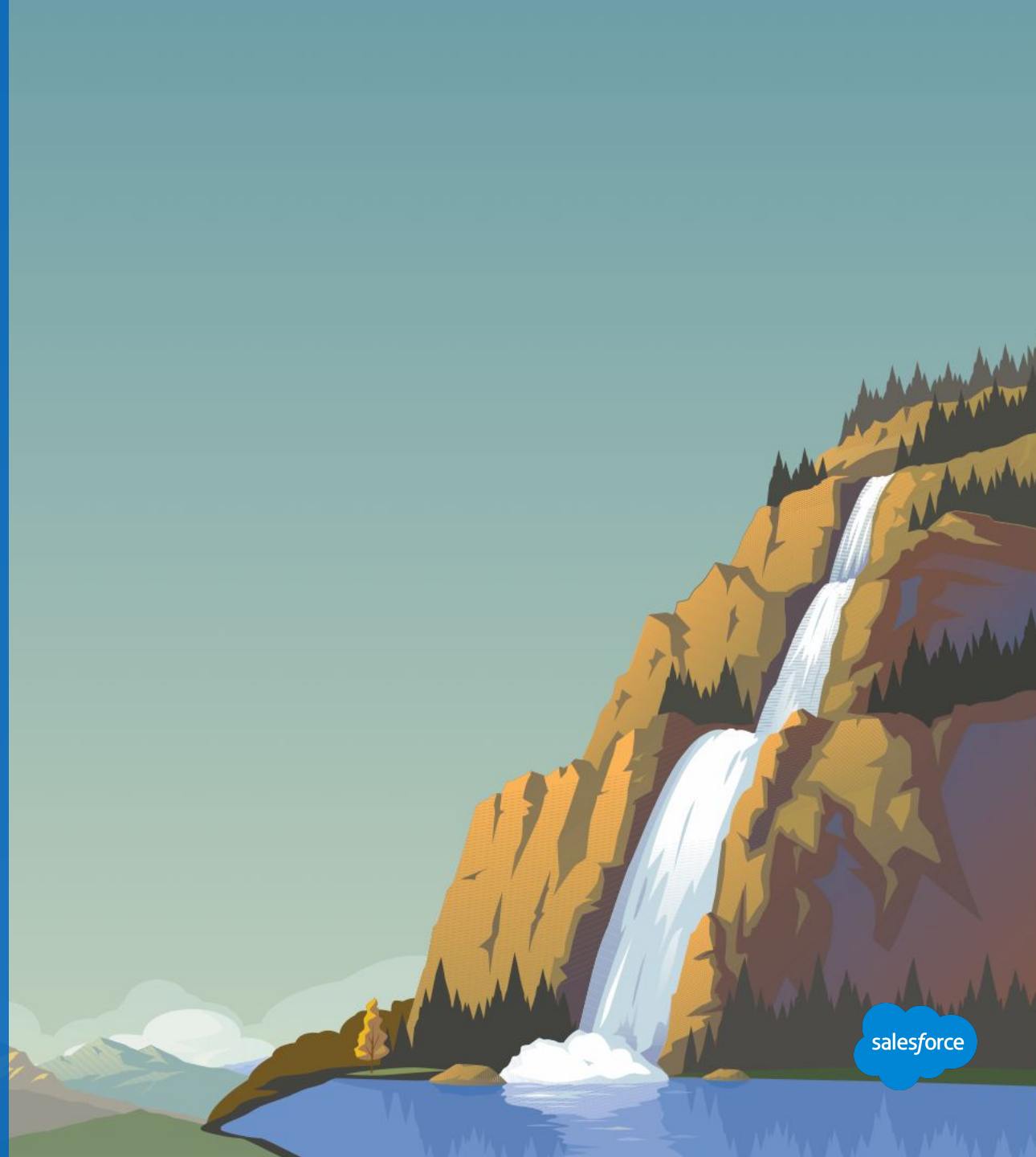
Sending Administration



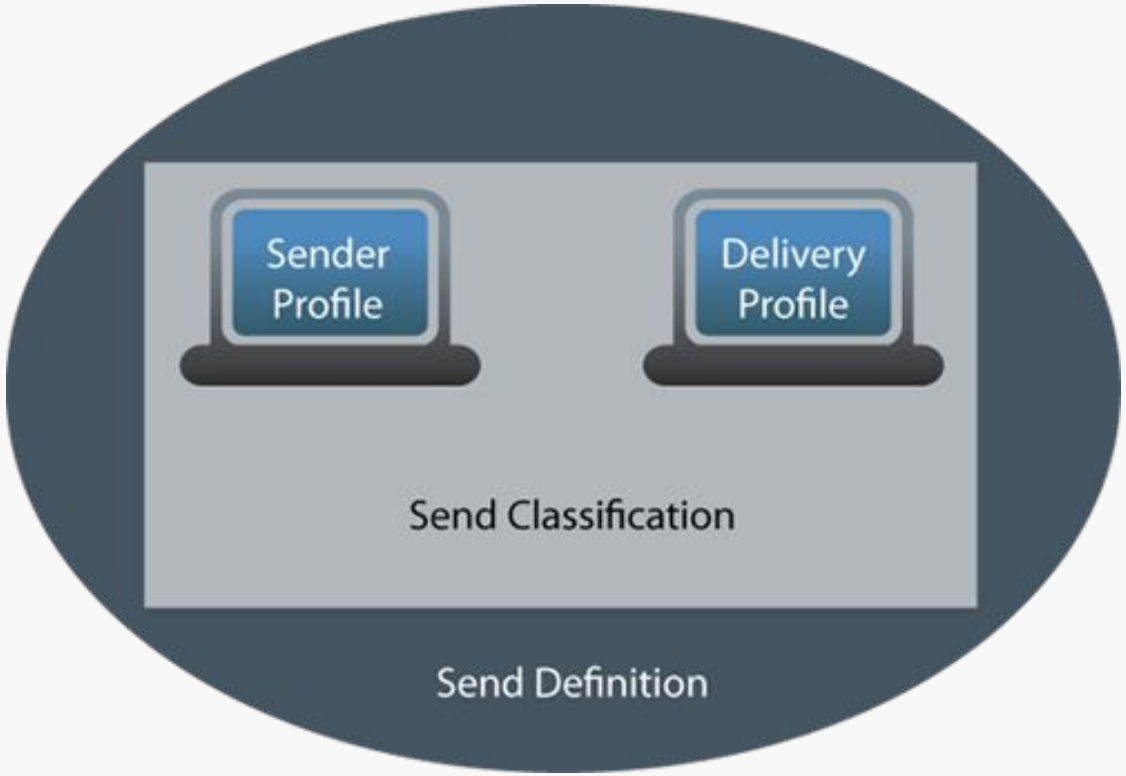
Understanding Send Classifications

Your send definition

Define parameters for an email job in a central location and reuse those parameters for multiple email send definitions.

Send classifications include these components:

- Delivery Profile
- Sender Profile
- CAN-SPAM classification



Learn more with about Send Classifications
Learn more about CAN-SPAM in the Legal Compliance Trail

Sender Profile

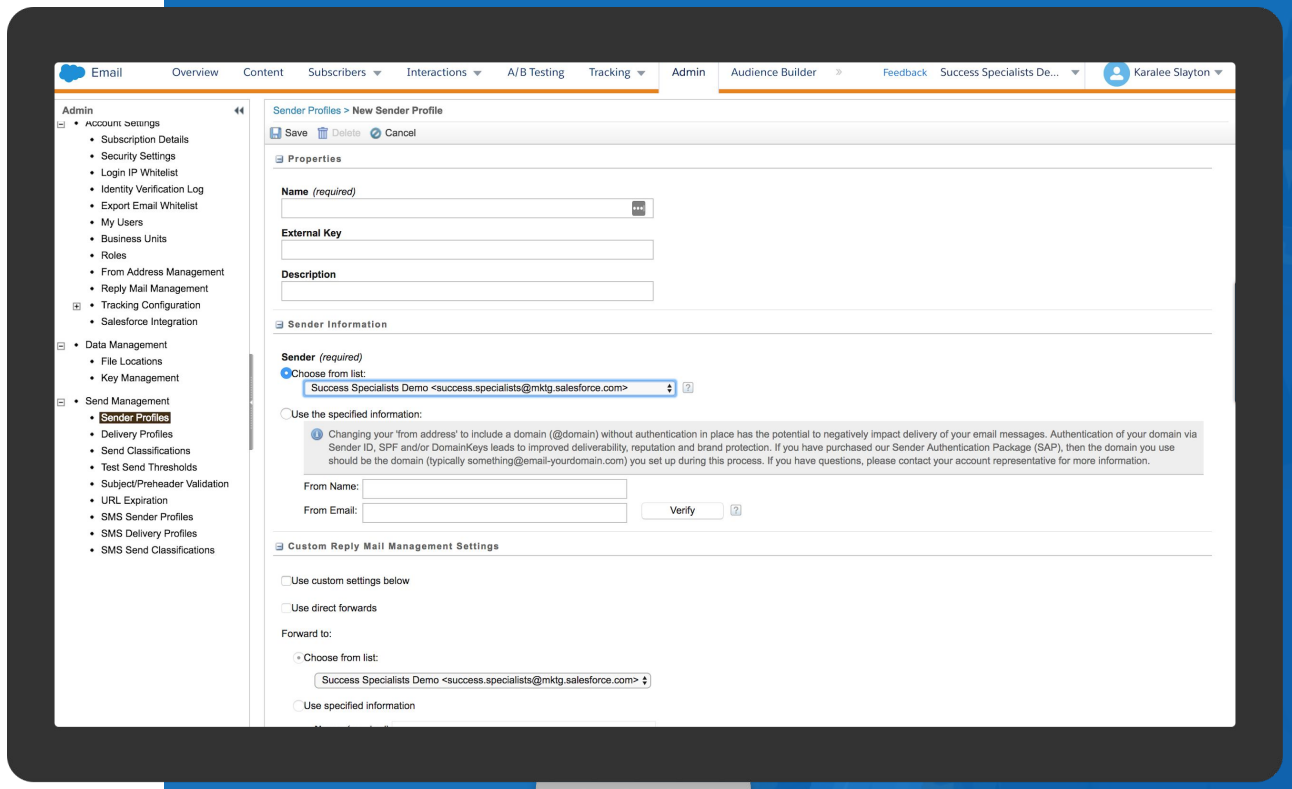
Your From Name

Specify the From information for emails in a central location to be reused across multiple sends without requiring selection each time.

The sender profile will contain the name and address that the message appears to be from in the subscriber's email client.

From Name Discovery	
Is your From name a user from the drop down menu?	Yes or No
Do you need to add a specific name in?	Yes or No
If you need a specific name, what will it be?	Name
Do you have permission to use this name and email?	Yes or No
Has this From email Domain been verified?	Yes or No

Learn more with about Sender Profile and Domain Verification



Walk With Me

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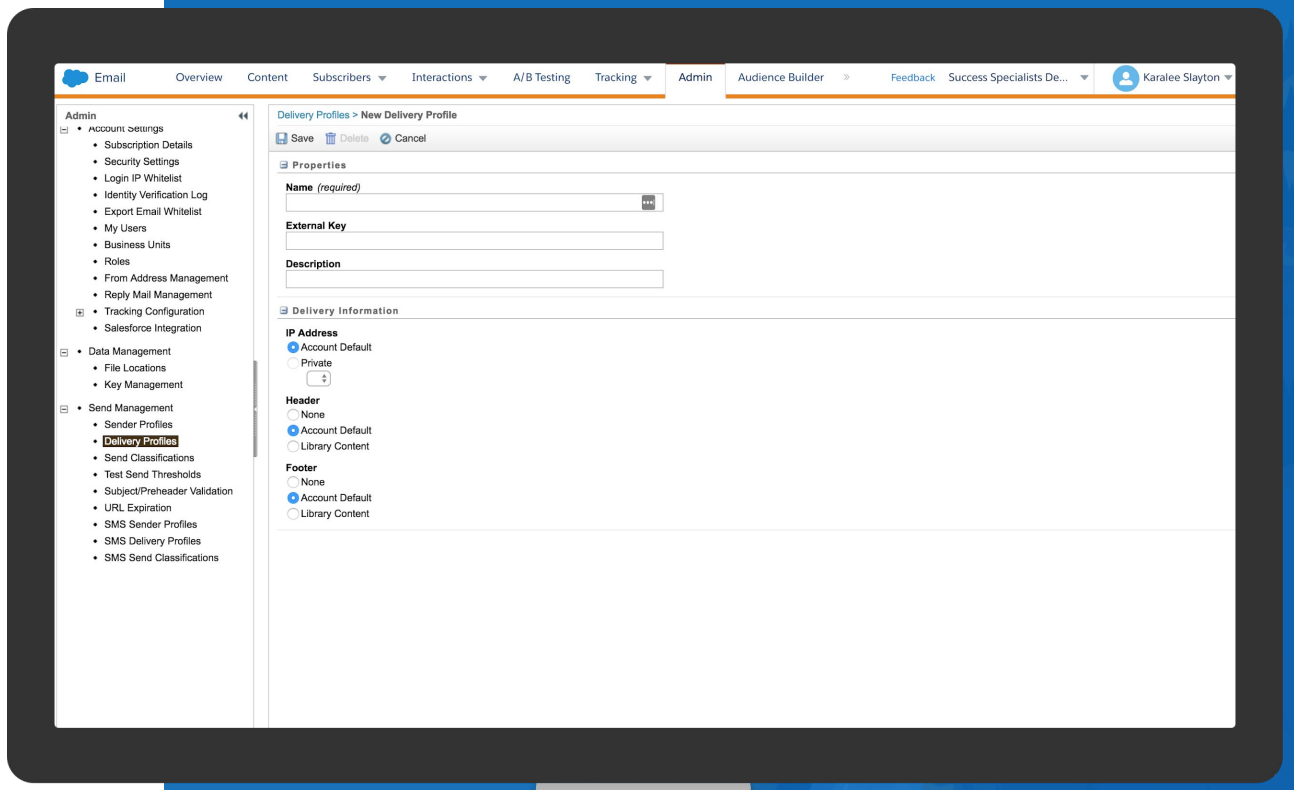
Delivery Profile

Type of Email Send - Planning Template

Commercial emails are when the primary purpose of the message is to deliver commercial content. These MUST include your physical mailing address and provide an opt-out/unsubscribe mechanism.

Transactional emails are when the primary purpose is to deliver transactional content. An unsubscribe link is not required in transactional messages.

You may choose a specific header or footer to use with the delivery profile.



Learn more with about [Delivery Profile]

Planning Send Classifications

Preparing before sending - Use a Planning Template

Email	Type	Sender Profile	Delivery Profile
	❑ Commercial ❑ Transactional	❑	❑
	❑ Commercial ❑ Transactional	❑	❑
	❑ Commercial ❑ Transactional	❑	❑
	❑ Commercial ❑ Transactional	❑	❑
	❑ Commercial ❑ Transactional	❑	❑

Learn more with about Send Classifications

Reply Mail Management

Walk With Me

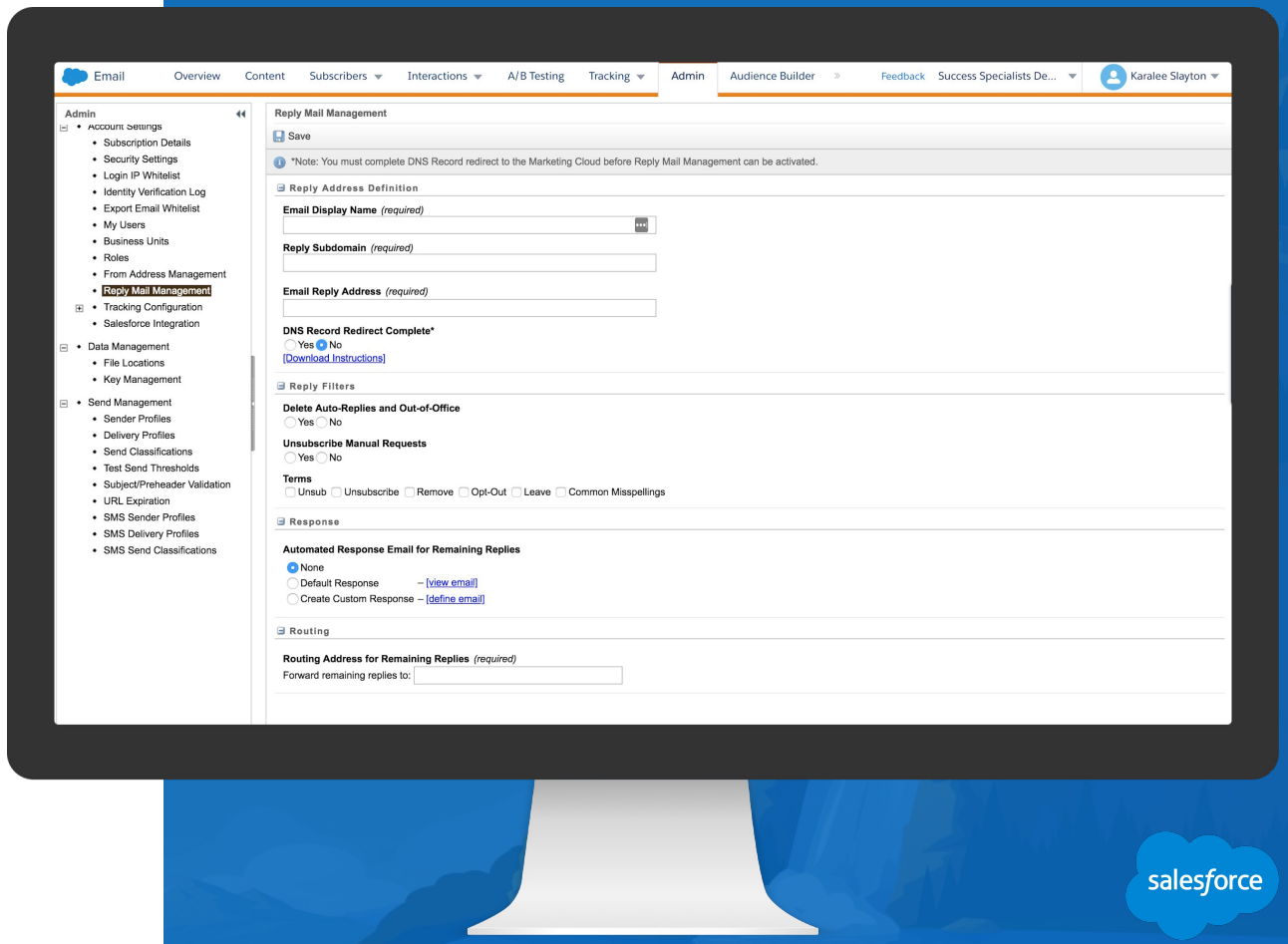
Automatically manage replies received in response to your emails.

- Forward an email to different users depending on different circumstances.
- Conditionally auto-reply and control the content of that auto-reply message.

You can perform parts of the configuration in the Marketing Cloud application interface. Other parts require help from your ISP.

*Contact your Marketing Cloud account representative to request a Sender Authentication package or a request for RMM services if you did not purchase the SAP product.

Learn more with about Reply Mail Management



Email Infrastructure, Authentication, and Products

Marketing Cloud is built on a strong infrastructure that offers additional options for authentication and performance, including:

Dedicated IPs	New, dedicated IP addresses for qualifying senders to send email.
Private Authenticated Domains.	Fully authenticated From sending domains to send mail.
Dedicated MTAs.	A dedicated MTA environment can be provided to qualifying customers with the right volume needs. The MTA connection and throughput settings can be optimized by ISP receiver
Sender Authentication Package.	This optional package provides full authentication and branding. It includes a dedicated IP address, a private authenticated domain, reply mail management, as well as link and image wrapping and branding.
Sender Policy Framework.	A DNS entry that identifies which mail servers are permitted to send email on behalf of your domain.
Domainkeys Identified Mail (DKIM).	This domain-based authentication uses both public and private encryption keys, not specific to IP address.
Transport Layer Security (TLS).	We provide opportunistic TLS for encryption of mail during transit from Marketing Cloud to the destination ISP.
Feedback Loops (FBLs).	We sign up and enroll all IP addresses for publicly available FBLs on behalf of our customers.

Marketing Cloud integration with Return Path

A comprehensive set of deliverability and email rendering tools.

Take it to the next level by using **INBOX MONITOR** to directly measure inbox-versus-spam folder placement for campaigns as they are sent.

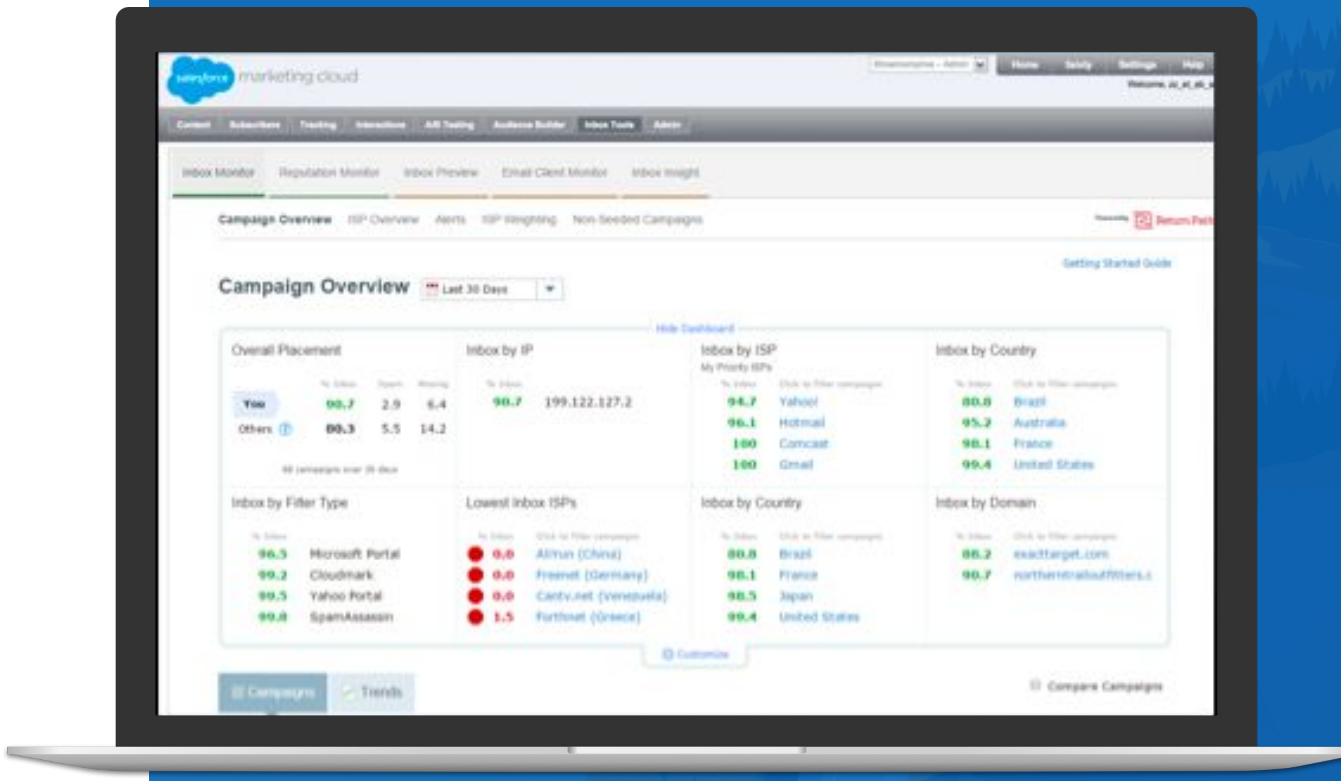
Setup alerts to proactively warn you of deliverability issues at specific ISPs as they happen.

Use **INBOX PREVIEW** to test rendering of your content at more than 35 different email clients on desktop, mobile, and webmail.

Identify root cause of issues and key factors affecting reputation using **REPUTATION MONITOR**.

Track opens-by-platform and length of engagement using **EMAIL CLIENT MONITOR**.

Interested? Discuss pricing with your Marketing Cloud Account Executive.



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Deliverability Best Practices

Reputation and deliverability checklist:

- ✓ Organic list acquisition and explicit opt-in with clear expectations.
- ✓ Button up mailing infrastructure and authentication.
- ✓ Routine maintenance on list hygiene, review and manage bounces.
- ✓ Focus on active and engaged audiences (i.e. trim the fat).
- ✓ Create a 1:1 relationship with your customer with compelling and personalized content.
- ✓ Listen to your customers, email is a 2 way street.
- ✓ Test and analyze, then test some more. Use the many deliverability focused resources available.
- ✓ Ask for help, that's why we are here!

Resources and Next Steps

Third Party Deliverability and Reputation Tools

There are several partner apps available for deliverability concerns, including:

Litmus helps you identify mobile email openers, quickly proof campaigns, and troubleshoot rendering issues.
Return Path offers a comprehensive suite of deliverability monitoring and rendering testing tools.
Digioh can help increase opt-in rates and capture new email subscribers.
eDataSource offers an Inbox Tracker so you can monitor the inbox placement if your email campaigns and benchmark deliverability against your main competitors.
AudiencePoint pinpoints the best time to connect with each subscriber with proprietary send time optimization capabilities.
Mail-Tester - A silly user interface, but useful tool. Checks SPF, DKIM and DMARC authentication. Checks for blacklistings. Reviews content score with SpamAssassin.
Microsoft Header Analyzer and Google Header Analyzer - Use header parsing tools to troubleshoot ISP delivery delays
More tool suggestions from Digital Donut

Next Steps

Where to go from here

1. Join the Salesforce Marketing Cloud Trailblazer Community
2. Take the Marketing Cloud Trailmix Trail
3. **Premier Customers:** Request your 1:1 with a Salesforce Success Specialist and plan your next Accelerator (1:1 follow-up request is in the survey).
4. Not a Premier Customer but Interested in Learning More? **Reach out to your Salesforce Account Team** for more details.

We Can Guide Customers Every Step of the Journey

With resources, programs and experts to fit their needs

Adoption Services

Accelerators
Interactive Webinars & Events
Proactive Engagement

Always On Resources

Trailhead
Success Communities
Help Portal

Advisory Services

Architects
Customer-Centric Design
Strategic Services
Transformation Services

Blaze Your Path to Success, Faster

With Success Plans to Take You Further

	Standard	Premier
Guided Journeys	✓	✓
Success Community	✓	✓
Trailhead	✓	✓
Accelerators		✓
Developer Support		✓
Success Management		✓
Circles of Success		✓
Interactive Webinars		✓
Admin Assist		optional upgrade
Support	12/5 Online 2-Day Response	24/7 Phone & Online 1-Hour Critical Response

[Learn more about Premier Success]

Premier+ Customers

Premier Configuration Services

Included with Premier Success Plan, helps keep your instance of Marketing Cloud up to date by adjusting system configurations as your marketing programs and use cases expand.

CONFIGURATION CATEGORIES/TASKS	DESCRIPTION OF CONFIGURATION TASKS
Business Units	Create business units within a parent account
Sender Profiles	Create sender profiles to assign to send definitions
Data Extensions	Create data extensions with fields and data types to facilitate sending or data storage
Lists	Create lists to facilitate sending
Groups	Create groups by segmenting a list
Headers and Footers	Extract the header and footer content assigned to an account to enable customer review/modification2
Delivery Profiles	Provide methods to manage headers and footers via delivery profiles
Account Settings	Review account settings within Administration to ensure proper configuration and customize settings as needed
Roles	Create roles and assign enabled permissions as requested
Send Logs	Create send log data extensions with additional fields as needed
Send Classifications	Create and configure send classifications with specific sender/delivery profiles
User	Create a user to access the Marketing Cloud
Reports	Create a standard report from the report catalog
Tracking Extract	Create an automation that pulls tracking data for a specific time frame or rolling date range
Automating a Report	Automate the delivery of a report from the report catalog
Data Extract	Create an automation to extract data from a data extension
Creating a Report	Reports Create a standard report from the report catalog

Upcoming Webinars

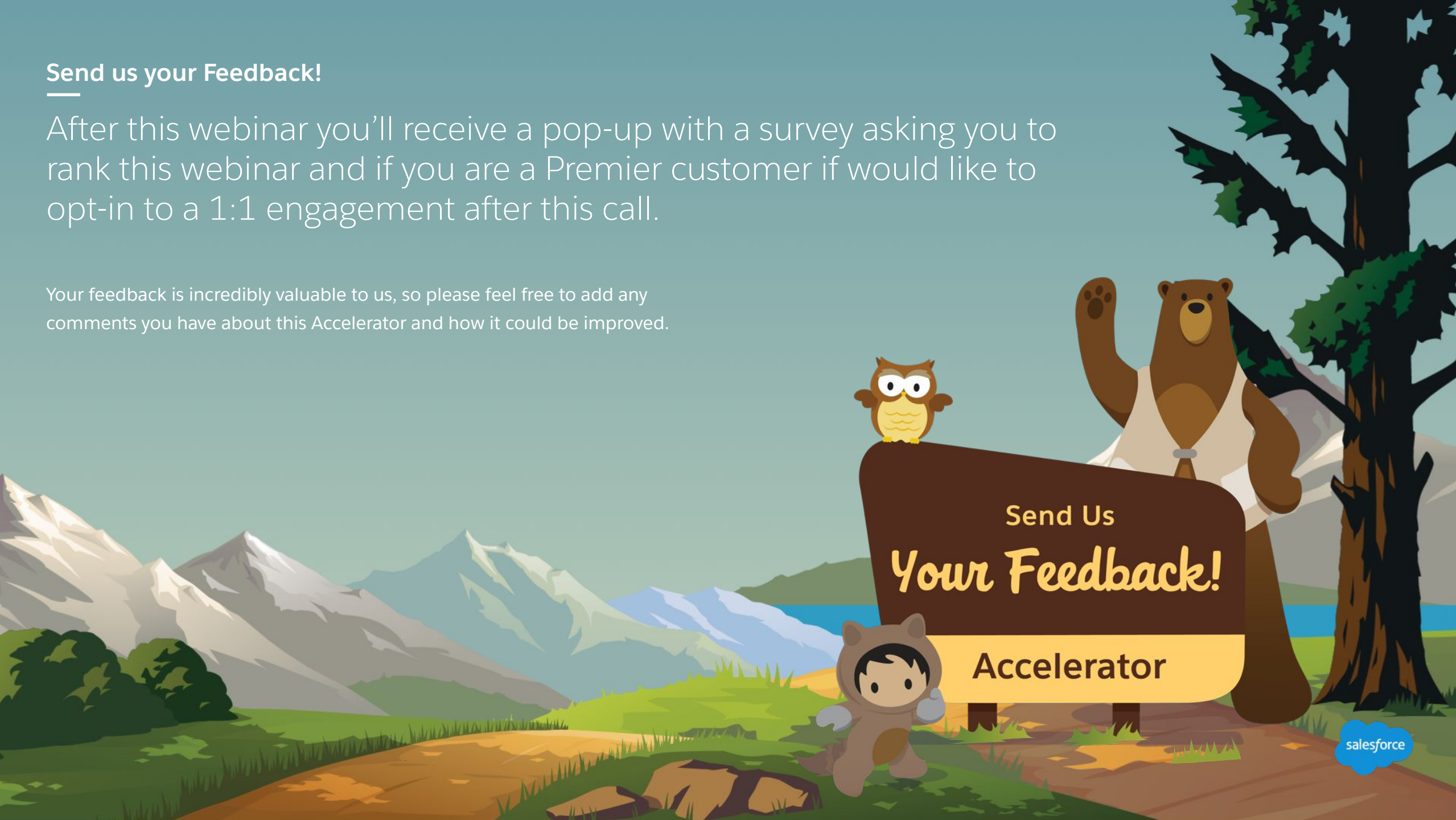
Marketing Cloud Events

Question?

Send us your Feedback!

After this webinar you'll receive a pop-up with a survey asking you to rank this webinar and if you are a Premier customer if would like to opt-in to a 1:1 engagement after this call.

Your feedback is incredibly valuable to us, so please feel free to add any comments you have about this Accelerator and how it could be improved.



Thank you