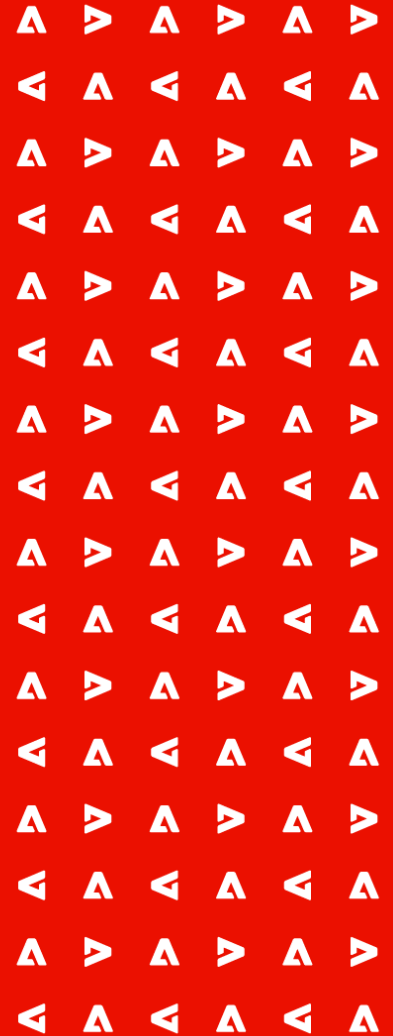




# The power of permission for email deliverability

Carmi Jones | Consulting Manager, Professional Services  
Dusty Garner | Technical Solutions Architect



## Meet your presenters



Carmi López-Jones  
Consulting Manager, Professional Services



Dusty Garner  
Technical Solutions Architect

# Agenda

What is permission?

Symptoms of poor permission

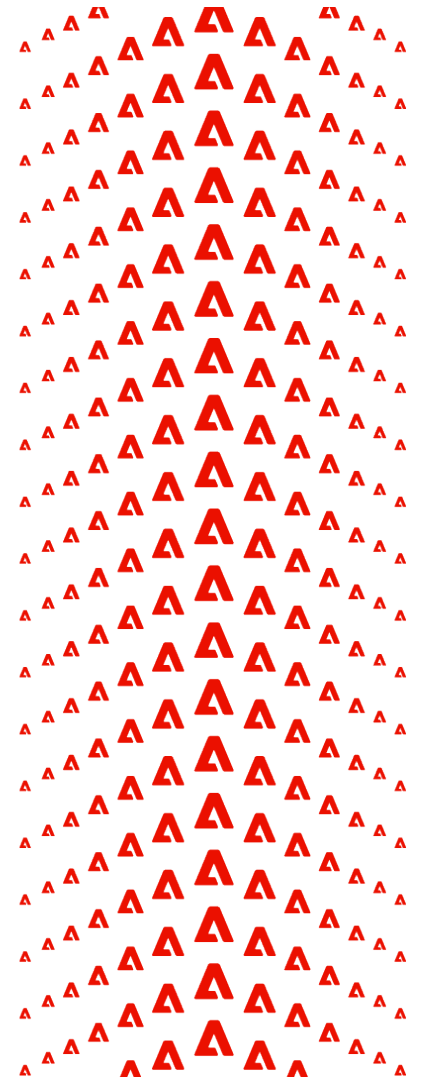
Consequences of poor permission

Consent and preference centers

Best practices and top tips

Great examples

Question & Answer



## Takeaways



1. Why Permission is key to maximizing the ROI of email
2. How to opt-in or re-permission an old list and why
3. Effective organic capture strategies to build pipeline
4. Opt-in Best Practices that drive conversion

## Email Challenges

- Competing for attention in the inbox
- Poor email engagement
- Reducing spam complaints
- Increasing email list size
- Achieving measurable ROI



**...but first, a word on  
permission**

**LAW  
POLICY  
PERCEPTION**

# Adobe Acceptable Use Policy

## Prohibition against Unsolicited Email/Spam:

Customers must refrain from directly or indirectly sending, transmitting, distributing, or delivering:

- (i) Unsolicited bulk email ("spam" or "spamming") i.e., emails to persons who have not consented to the receipt of such emails by providing their email address in a manner from which consent to receive email may be reasonably implied.
- (ii) Email to an address obtained via Internet harvesting or other surreptitious methods (e.g., scraping, renting, purchased list, co-registration, affiliate marketing, incomplete or old lists; or email appending). Adobe defines email appending as a marketing practice that involves taking known Customer Data (name, address, etc.) and matching it against a third-party vendor's database to obtain email addresses.
- (iii) Email that generates abuse/spam complaints or spam trap hits resulting in IP/Domain block listing or other deliverability issues that could have material impact on Adobe or its client's reputation.



## Symptoms of poor permission



## Consequences of poor permission

Email bounces  
(rejections or invalids)

Poor inbox placement

Lackluster response

Spam filter clicks



## Why re-permission

- Permission isn't forever
- Unemotionally subscribed
- Spam traps could have been your best customer but are now DOA



## Opt-in and preference center best practices

Choice

Affirmative consent (opt-in rather than opt-out)

Privacy Policy

Disclosure

Snooze Feature

## How to re-permission

- Segment non-responders by age of inactivity
- Slow and steady wins the race
- Monitor
- Rinse and Repeat



## Re-permission best practices

- Validate inbox delivery first
- Automate
- Affirmative consent, not passive consent
- Compelling subject lines
- Clear and immediate call to action
- Brand voice



## Great examples - Marketo

YOUR SUBSCRIPTIONS

**Premium Content:**  
Featured content, offers and news

BEST PRACTICES:

For Marketing

For Sales

For Executives

None

CUSTOMERS ONLY:

Marketo University

Marketo User Events

PREFERRED LANGUAGE:

English

SAVE SETTINGS   UNSUBSCRIBE FOR 90 DAYS   UNSUBSCRIBE ALL

The screenshot shows a subscription management interface. It features several sections: 'YOUR SUBSCRIPTIONS' with a checked 'Premium Content' option; 'BEST PRACTICES' with radio buttons for 'For Marketing', 'For Sales', 'For Executives' (selected), and 'None'; 'CUSTOMERS ONLY' with checkboxes for 'Marketo University' and 'Marketo User Events'; and 'PREFERRED LANGUAGE' with a dropdown menu set to 'English'. At the bottom are three orange buttons: 'SAVE SETTINGS', 'UNSUBSCRIBE FOR 90 DAYS', and 'UNSUBSCRIBE ALL'. Blue arrows point from the right side of the page to the 'Premium Content' box, the 'CMO Nation Blog' checkbox, the 'English' dropdown, and the 'UNSUBSCRIBE ALL' button.

- Prefilled with preferences

- Multiple subgroups of content

- Language preference

- Pause

- Buttons

## Tips for unpausing

- Automate it
- Ask first
- Tell them what they missed
- Give them a button to continue pause.
- Let them adjust their preferences





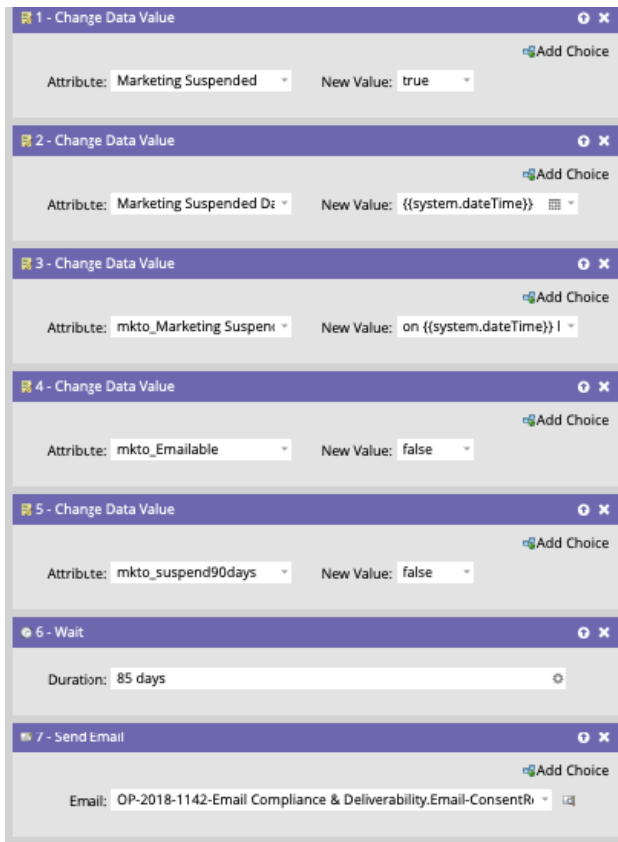
## How to unpause in Marketo

The screenshot shows the Marketo interface for a Smart List named "06 - Pause email marketing". The "Smart List" tab is active, and the "View Campaign Members" sub-tab is selected. The interface includes navigation options like "New", "Campaign Actions", and "View Campaign Members", along with filter controls: "Use ALL filters", "Collapse All", and "Expand All".

The Smart List configuration is divided into three sections:

- Fills Out Form:** This section is highlighted in orange. It includes a form name dropdown set to "is" and a list dropdown set to "OP-2018-1143-Subscription I". An "Add Constraint" button is visible to the right.
- Data Value Changes:** This section is also highlighted in orange. It shows the attribute "mkto\_suspend90days" and a "New Value" dropdown set to "true". An "Add Constraint" button is also present.
- 1 - mkto\_suspend90days:** This section is highlighted in green and shows the attribute "mkto\_suspend90days" with a value dropdown set to "true".

# How to unpause in Marketo



1 - Change Data Value  
Attribute: Marketing Suspended | New Value: true

2 - Change Data Value  
Attribute: Marketing Suspended D: | New Value: {{system.dateTime}}

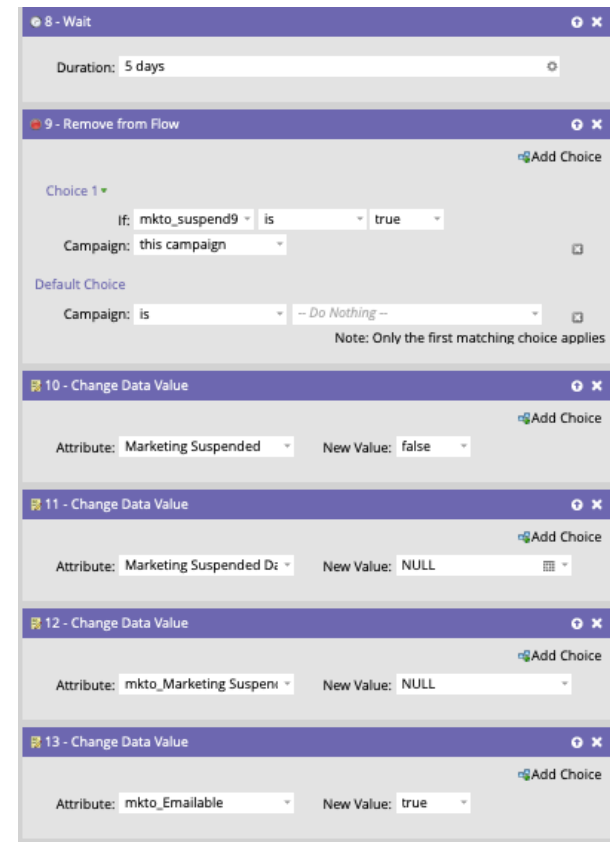
3 - Change Data Value  
Attribute: mkto\_Marketing Suspen | New Value: on {{system.dateTime}} |

4 - Change Data Value  
Attribute: mkto\_Emailable | New Value: false

5 - Change Data Value  
Attribute: mkto\_suspend90days | New Value: false

6 - Wait  
Duration: 85 days

7 - Send Email  
Email: OP-2018-1142-Email Compliance & Deliverability.Email-ConsentR



8 - Wait  
Duration: 5 days

9 - Remove from Flow  
Choice 1  
If: mkto\_suspend9 | is | true  
Campaign: this campaign  
Default Choice  
Campaign: is | -- Do Nothing --  
Note: Only the first matching choice applies

10 - Change Data Value  
Attribute: Marketing Suspended | New Value: false

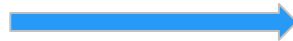
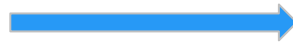
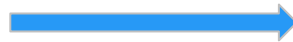
11 - Change Data Value  
Attribute: Marketing Suspended D: | New Value: NULL

12 - Change Data Value  
Attribute: mkto\_Marketing Suspen | New Value: NULL

13 - Change Data Value  
Attribute: mkto\_Emailable | New Value: true

## Great examples - Tesla

- Prefilled with preferences
- Clear descriptions
- Separate unsubs from all, with a divider



TESLA

Manage your subscriptions for: **Unavailable**

*If this is not your email address, please ignore this page.*

Please check the email communications you wish to receive.

- Company and Product Updates**
- Global Event Information**
- Supercharger and Store Openings**
- Test Drive Events**

If you no longer wish to receive emails from Tesla, please check the box below.

- Remove me from all Tesla communications:

Update Email Preferences

# Great examples – The Economist

**Subscription Management**

Please tell us how to contact you. Changes take effect immediately. Note the options below *do not* reflect your current settings.

First Name:

Last Name:

Email Address: \*

New Email Address:  From now on, all emails from the EIU will go to this email address.

Access China Newsletter: \*

Newsletter From Chief Economist: \*

What's new at EIU: \*

Invitations to webinars: \*

Contact me by phone: \*

Remove me from all email: \*

**Access China Newsletter**  
A monthly view into the world's largest opportunity [View sample](#)

**From our Chief Economist Newsletter**  
A weekly global update from our Chief Economist [View sample](#)

**What's new at EIU**  
Receive emails about new features, events, special offers and for market research purposes.

**Invitations to webinars**  
key events and macroeconomic topics.

**Contact me by phone**  
I would like to speak to an account manager to find out how EIU can help me with my international business strategy.

\*Please note that if you are registered for access to EIU free content, you may still receive notices regarding your account status. EIU enterprise clients will continue to receive appropriate communications from EIU staff regarding their account.

- Notes that not pre-filled
- Clear long descriptions
- Dropdown in place of radio buttons

## Great examples – 49ers

NEWS VIDEO PODCASTS PHOTOS SCHEDULE TEAM COMMUNITY #FTB FANS ...

Fan Central Fan Clubs Trivia HQ Contests & Promotions **Email Newsletter** Faithful Football Fan Travel Packages Museum Stories Game Entertainment Sourdough Sam 49ers Invasions Wallpaper

Stay Connected with All Things 49ers!

\* First Name

\* Last Name

\* Email Address

\* Zip Code

\* Country  
Select...

Do you Accept the **PRIVACY POLICY & TERMS AND CONDITIONS?**  
I accept the 49ers Privacy Policy and Terms and Conditions and that I may be contacted by the 49ers at the above information.

**PERSONALIZE YOUR INBOX**  
Be the first to hear about 49ers news, access exclusive offers from the team, or subscribe to receive ticket alerts from Levi's® Stadium.

49ers Newsletter

Levi's® Stadium Tickets

Partner Offers

Retail Offers

Unsubscribe from all emails

**Submit**

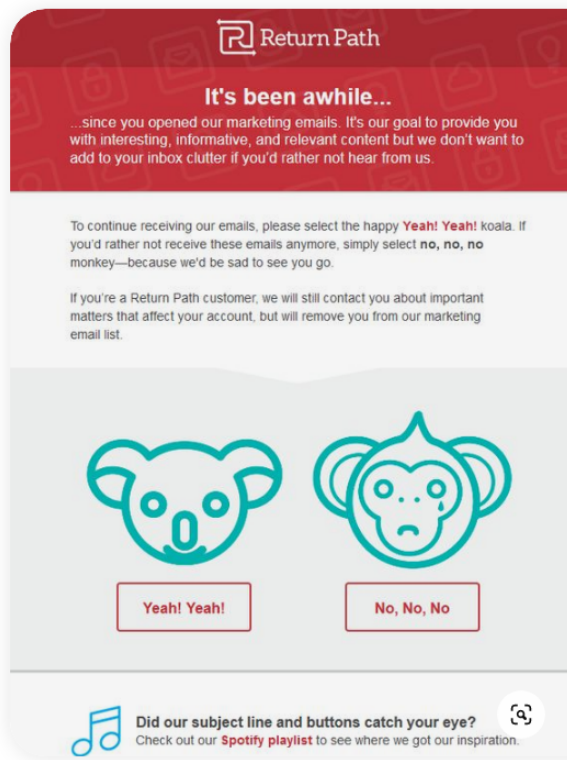
**San Francisco 49ers Website Privacy Policy**  
By clicking Submit, you agree to send your info to the San Francisco 49ers who agrees to use it according to their privacy policy.

- Builds a mandatory profile

- Preferences are separated

## Great Example - re-permission Return Path (now Validity)

Subject: 🎵 Should we stay or should we go? 🎵



- 👍 Automated
- 👍 Validated inbox delivery first
- 👍 Affirmative consent, not passive consent
- 👍 Compelling subject lines
- 👍 Clear and immediate call to action
- 👍 Brand voice
- 😊 Bonus Points: Spotify playlists

## Organic capture strategies and best practices



- Ask
- Sign up simplicity
- Create urgency
- Useful resources
- Exit intent pop up
- Target using context clues
- Mobile friendly capture
- Offer returning visitors something new
- Verify your signups

# Great Example – Gated Asset Marketo

← eBooks

## The Do-It-Now Email Deliverability Makeover



When marketing emails don't reach their intended inboxes, it's a bit like throwing a handful of marketing budget dollars straight into the wind. And over time, it doesn't go unnoticed by smarter-than-ever spam filters, either — this can diminish your brand's reputation and make things more and more difficult for your company on the email marketing front.

Prioritizing and fixing email deliverability issues is an easy way to quickly amplify marketing efforts, turn marketing dollars into greater revenue, and protect your brand integrity.

In this eBook, you'll learn five simple ways to improve your email deliverability, email engagement, and lead capture.



First Name \*

Last Name \*

Business Email \*

Job Title: \*

Company Name \*

Location \*

The Adobe family of companies would like to bring you great content like this and keep you informed with personalized communications about Adobe's products and services via email and telephone. By

Hey Friend! Looks like you're trying to dive into an Ebook! more details or to opt-out at any time.



## Takeaways



1. Why Permission is key to maximizing the ROI of email
2. How to opt-in or re-permission an old list and why
3. Effective organic capture strategies to build pipeline
4. Opt-in Best Practices that drive conversion

**Questions?**





**Total number of consultants worldwide**

**1500+**

North America

**1000+**

Europe

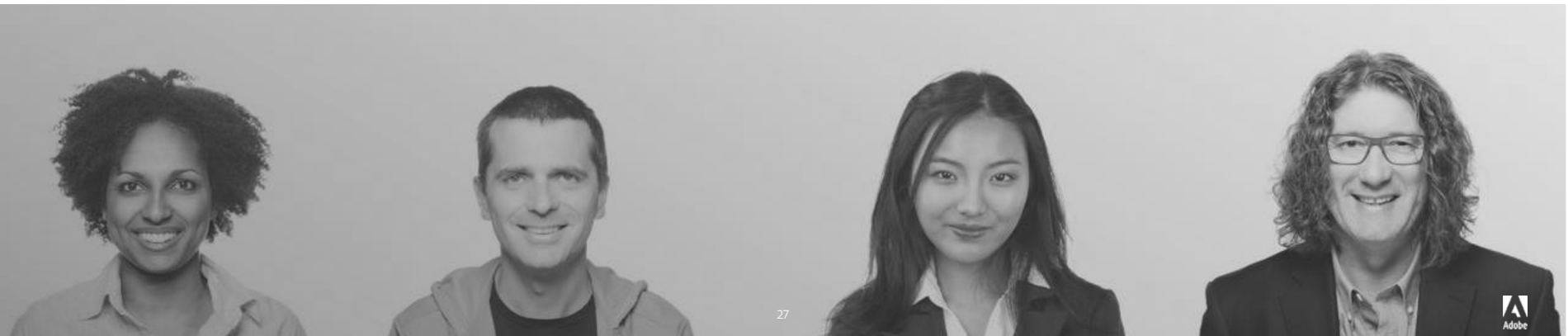
**950+**

APAC



**9500+**

**Total number of Adobe Experience Cloud projects in the last year**



## Adobe Consulting Services – What we bring to the table



Team members have a **proven track record** of industry experience.



Our global deliverability teams have **regional expertise**.



We are **true collaborators** who function as part of customer's team.

# We work with top global brands

