Email Marketing: Advanced Deliverability

eLawMarketing

Get Your Emails Delivered

Increased use of filters by corporate IT departments impacts deliverability of even legitimate email communications. We offer the following solutions to maximize the deliverability of your email communications:

- **Private IP address**
  Every mail server has an address identifying the origin of the emails sent from it. If you share an IP address with tens, or even hundreds of mom-and-pop businesses (which is the case at the cheaper email blast services), and those businesses generate complaints, your firm's own deliverability will suffer!

  We offer firms their own unique IP address not shared by any other account. This helps insulate a firm from the email practices of other accounts, and can help a firm negotiate "whitelisting" arrangements with any clients who are filtering its emails.

- **Authentication**
  Authentication equips an email with information that allows recipients to verify the identity of the sender. More and more ISP's and corporate IT departments are using authentication as a filtering tool. We will publish proper Sender ID and SPF records for a custom domain that you register to ensure compliance with these authentication protocols. We also support DomainKeys (DKIM) authentication.

- **Inbox Preview**
  Identify and fix email rendering issues before you click send, by previewing your emails in multiple email applications (e.g., Outlook, Lotus Notes), as well as mobile devices.

- **Inbox Detective**
  Confirm whether your emails are reaching the inbox or getting filtered into bulk or junk folders with our "seed list" delivery monitoring tool covering multiple ISP's and popular filters.

- **Reputation Monitoring**
  Check the reputation of your IP address and sending domains against common blacklists, and monitor your performance against Spam Assassin - one of the most widely used content filters.

Schedule a Demo Today

To view a demo of our email marketing application, and learn more about our Advanced Deliverability tools, please contact us today at 866.833.6245 or sales@elawmarketing.com.

Maximize Deliverability
eLawMarketing's advanced deliverability tools: (i) maximize deliverability past filters, (ii) facilitate negotiation of "whitelisting" arrangements with clients, and (iii) monitor your email "reputation."