

## MailPerformance announces five top tips for successful email marketing

*Marketing services provider shares advice for successful delivery of email marketing campaigns*

**London, February 6th 2013 - MailPerformance, a leading email marketing services provider and member of the NP6 group, has announced five top tips for the successful delivery of email marketing campaigns.**

The tips, announced by MailPerformance's UK Deliverability Director, Laurent Garnier, are designed to ensure that organisations are able to maximise the reach of their campaigns by ensuring that emails are successfully delivered. The guidelines focus on optimising the deliverability of email campaigns and applying the best graphical and editorial practices in order to achieve successful, cost-efficient campaigns.

The tips are:

**Ensure that your emails are personalised** – There's nothing worse than receiving a message from a company with a generic, domain-provided email address. Moreover, until recently, the majority of domains measured the reputation of messages received by the sending IP. Personalising your emails with your company's own custom envelope domain name will enhance the brand awareness in your emails, and maintain the health of your sender reputation.

**Test at every opportunity** – It's important to remember that very singly type of email message has its own idiosyncrasies, and needs to be studied on a case-by-case basis. The key to ensuring that none of these peculiarities turn into a serious issue is to test the appearance and content rendering of your email at every possible opportunity on each template in the main MSPs or ISPs that make up your database.

**Refine the content of messages** – The old adage is true; content really IS key, and you can guarantee that if your messages look unprofessional, then your campaign will lose its impact. Avoid using single images with no accompanying text, recurring themes and 'risky' words (examples include 'offer', 'play', 'contest' and 'win') It's also important to include an unambiguous 'unsubscribe' option, and it's important to remember that it must be easier for a reader to unsubscribe than for them to complain.

**Watch out for Spamtraps!** - A pristine Spamtrap (or Honeytrap) is an address which has never subscribed to any list. Other Spamtraps are abandoned addresses that have been reactivated by ISPs and MSPs, after unsubscribing from all lists they once were on, to act as traps for spammers. It's worth bearing in mind that Spamtraps should never receive any message; the best way to protect yourselves against spamtraps is to regularly clean your list of long time non-reactive addresses.

**Cut costs by co-registering your collection process** – Undertaking a large-scale data collection operation is synonymous with ever-increasing costs. If you have limited resources, a good option is to put in place a co-registration campaign. By registering your campaign with a partner brand, you can identify opportunities to add them to additional relevant campaigns and share the costs between you.

"With an increasingly large number of tools in place by ISPs and MSPs to block email marketing collateral, there's never been a better time for marketers to ensure that their messages are fully optimized and able to be safely delivered into their customers' inboxes," said Laurent Garnier, Deliverability Director, MailPerformance.



"Few marketers consider the impact that deliverability can have on a successful campaign. With this in mind, these tips have been designed to provide a few pointers to email marketers looking to maximise their resources by running effective, successful email campaigns to customers which can increase brand visibility and sales."

For more information on MailPerformance's Deliverability Services, please email [deliverability@mailperformance.com](mailto:deliverability@mailperformance.com) or visit [www.mailperformance.co.uk](http://www.mailperformance.co.uk). To download further details on MailPerformance's deliverability sheets, please visit: <http://www.mailperformance.co.uk/lp/deliverability-sheets-offers.html>

## ABOUT MAILPERFORMANCE

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MailPerformance is part of the NP6 Group which achieved excellent results in 2012 with turnover in excess of 10 million Euros. Recognised as an expert in email deliverability, NP6 Group with its solution, MailPerformance, remains the only Email Marketing solution in Europe to carry [ISO 9001 quality-certification](#).

The [MailPerformance](#) brand and technology is owned entirely by NP6 Group. Founded in France in 1999 NP6, as an emarketing solutions provider, it has become one of Europe's largest Email and SMS broadcasters.

NP6 Group now offers its expertise and email broadcasting platform to the UK market from their offices in London's Soho. With over 50 employees in the UK and France NP6 is able to offer a number of services, including: Email and SMS broadcasting, Self Service or Full Service Management of Campaigns, Full API platform integration, Deliverability consultation, White-listing accreditation, Behavioural and Dynamic Segmentation, Advanced personalisation, A/B Split testing, Personalised barcodes in emails, Form and questionnaire building and Anti-Phishing certification.

With a customer satisfaction rate as high as 95%, MailPerformance strives to serve its clients with the highest quality and performance possible. Customers include Microsoft, Total, Natixis, Endsleigh Insurance, Qsoft Consulting Ogilvy, American Express...

For further details, please visit: [www.mailperformance.co.uk](http://www.mailperformance.co.uk)

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