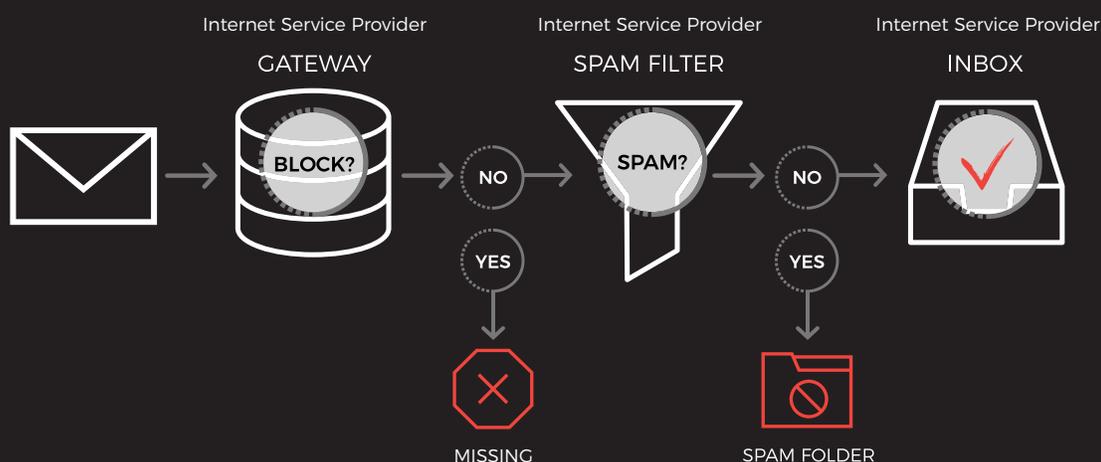# Make Sure You Land in the Inbox

With Mapp's Email Deliverability Team

mapp

Reaching someone's email inbox entails more than just hitting the send button. Emails that are deemed malicious or untrustworthy are often blocked, never reaching the inbox or even the spam folder. For messages that do make it past the gateway, spam filters look at the sender's reputation, subscriber engagement, and content to decide whether they should be placed in the inbox or the spam folder. **Emails that make it past both the gateway and spam filters are the only ones that reach the highly coveted inbox.**

The Path to the Inbox

Internet Service Provider
GATEWAY
BLOCK?

NO

YES

MISSING

Internet Service Provider
SPAM FILTER
SPAM?

NO

YES

SPAM FOLDER

Internet Service Provider
INBOX

Why is Email Deliverability important?

Analysis of Worldwide Inbox Placement Rates in 2018:	✓ Inbox Placement Rate	✗ Spam & Missing Rate
Global	85%	15%
Americas	83%	17%
United Kingdom	89%	11%
Italy	84%	16%
Germany	83%	17%
France	84%	16%

Source: our partner Return Path

Mapp Email Deliverability Services will help you:

Maximize your Inbox Placement Rate (IPR)

We are experts in the key indicators of optimal email deliverability and are able to create a tailored strategy for your business by considering seed and panel data.

Improve your email programs through personalized advice

Mapp has a global team with Deliverability experts in all the major regions, including the Americas, Europe, and China, who are ready to optimize your email program.

Get monthly insights into valuable KPI's

Focus on the KPIs that matter and detect early warning signs, allowing you to take immediate action and ensure email success.

How Do Mapp's Deliverability Services work?

Get guided onboarding

Before being able to send higher volumes through new IP addresses, building a good reputation is crucial. The Email Deliverability Team will guide you through a "warmup" period with the help of a tailored plan. By regularly monitoring results, we make sure to build the best possible IP reputation for your business to avoid any delivery issues in the future.

Receive expert consulting

Your assigned Deliverability Specialist will audit your email programs, provide web-based training, and support you with your ongoing email programs. Our services take the guesswork out of email marketing.

Obtain monthly reports

Stay informed about the evolution of your email program with the help of performance reports. The Email Deliverability team will supplement the reports with feedback and suggestions, alongside relevant updates in the email industry, so you know where you stand.

Partner with Mapp's Digital Marketing Services to fully maximize your Mapp Cloud investment. Email Deliverability is one of the many digital marketing services offered by Mapp. Our experts can also help you with Campaign Management, Lead Generation, Data Analysis, and Strategy Consultation.