



Fabricio Y. Fujikawa helps his client increase inbox placement rate to 90%



Fabricio Y. Fujikawa, a seasoned email deliverability expert, has recently guided his client, Dr. Linnea Passaler, to significantly improve her email deliverability and engagement rates. By implementing the advanced email deliverability solution InboxAlly, Dr. Passaler experienced an increase of up to 90% in inbox placement rates. This led to higher open rates and a 216% increase in enrollment numbers for her new mental health membership program.

Background

Dr. Linnea Passaler is the founder and CEO of Heal Your Nervous System, an online mental health resource dedicated to providing valuable information and guidance for individuals struggling with emotional and mental challenges. Over the past few years, Dr. Linnea has steadily built up an opt-in subscriber list of thousands of individuals interested in learning more about her offerings.

The Challenge: Declining Open Rates

Despite boasting a healthy long standing email open rate of around 30%, Dr. Linnea found that her metrics took a sudden dive after launching an email marketing campaign in March and April 2022. Open rates plunged to less than 10%, and internal diagnostic tests indicated a potential issue with email deliverability. Despite Dr. Linnea and her team's efforts, the challenge persisted, leaving her unsure about future growth.

90 %

Inbox Placement

216 %

Enrollment Increase

84 %

Email Open Rate

The Solution: InboxAlly Implementation and Deliverability Optimization

To resolve the issue, Dr. Linnea enlisted the help of Fabricio Y. Fujikawa, an email deliverability expert with an impressive background in IT and digital communication. Mr. Fujikawa suggested implementing InboxAlly, an industry-leading email deliverability solution, to help identify and address the root causes of the decline.

During the implementation process, Mr. Fujikawa also provided valuable guidance on how to properly configure and utilize InboxAlly to optimize email deliverability for Dr. Linnea's target audience. This involved creating an ActiveCampaign automation that would send daily messages to InboxAlly's seed email accounts, and adjusting the domain distribution of the seed emails to better match that of Dr. Linnea's subscribers.

The Results: Recovered Inbox Placement Rate and Enhanced Performance

Following the implementation of InboxAlly and Mr. Fujikawa's expert guidance, Dr. Linnea experienced a significant improvement in her email deliverability. Her inbox placement rate rose to an impressive 90%+, leading to open rates of 39% to 84%. In September 2022, she launched a new membership program, and over 10 days, sent out more than 200,000 emails. As a direct result, her enrollment numbers for the program were a staggering 216% higher than her previous launch.

Conclusion

By partnering with Fabricio Y. Fujikawa and leveraging the power of InboxAlly, Dr. Linnea Passaler was able to rectify her email deliverability issues and restore her open rates and engagement metrics. This led to increased confidence in her business's growth potential and further investments in marketing initiatives to grow her subscriber list. Dr. Linnea's success story highlights the importance of working with experienced professionals and leveraging advanced technology for overcoming email deliverability challenges, ensuring business growth and subscriber satisfaction.

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It felt impossible for the regular entrepreneur who's not a professional email guru to crack the code of open rates. Now, after seeing that those open rates actually CAN improve tremendously, I feel confident that building my list is the best way to grow my business, and that I can actually rely on the list to remain an asset over time, provided we keep working on it. I cannot emphasize enough how this has impacted my confidence in building a successful business over the next few years. I now feel confident investing in every marketing effort to grow my list because I can then reach my audience, nurture it, and sell to it.”

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