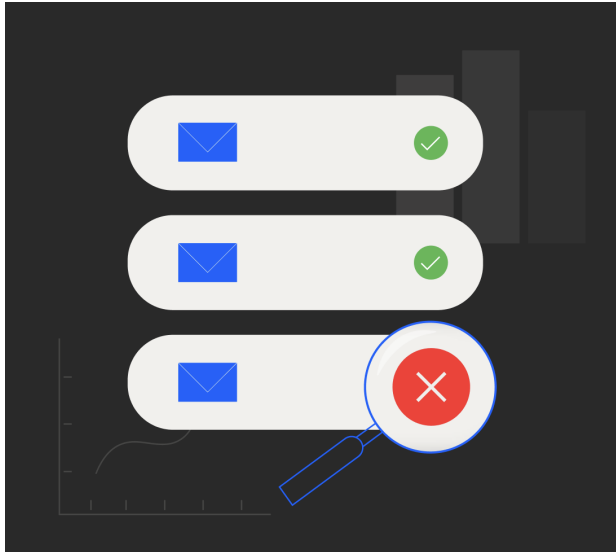


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## How an Email Specialist Achieved Phenomenal Mass Emailing Results with InboxAlly



Meet Dara Sklar, an accomplished Email Marketing Specialist, who is also an FG Society Certified Master Marketer and the Creator of the course *Get Productive with G Suite*. She boasts a wealth of experience managing email campaigns and has expertly leveraged InboxAlly for several of her projects throughout her career. Dara's clients have attained impressive results, successfully increasing their brand visibility and growing their businesses. In this case study we explore how Dara's clients have experienced exceptional success with the help of InboxAlly, highlighting the immense value and undeniable power of this tool.

### **The Challenge: Efficiently Orchestrating the Delivery Process with Insufficient Lead Time and Clients' Low Open and High Spam Rates**

In her role, Dara is responsible for sending out mass emails from hundreds of different email addresses on behalf of various Canadian realtors. Each realtor is represented by a unique email address, authenticated through Dara's domain, IP, SPF, and DKIM verifications. This setup demands a tremendous amount of coordination and effort on her part for every transmission sent across the wire. Generally, there is inadequate lead time before Dara needs to initiate a campaign, resulting in insufficient time for optimal warm-up activities. This constraint, combined with clients' low open and high spam rates, exacerbates the already challenging task at hand.

### **The Solution: Employing InboxAlly for Warm-up Sequence Activities and Reputation Repair**

To tackle these challenges, Dara typically directs her efforts towards three main objectives: (1) warming up her general account to enhance the visibility of her overall account, (2) rectifying cases where clients' emails are being routed to spam folders, and (3) ensuring the best possible outcomes for substantial campaigns.

To address the third goal, Dara requests a 10-day lead time from clients before initiating large campaigns. During this period, she utilizes InboxAlly to send a warm-up sequence, which helps guarantee optimal email delivery and elevated open rates upon the final campaign's deployment. She begins by sending a relatively modest number of warm-up emails to InboxAlly's seed emails – sometimes starting with as few as 100 – and then systematically increases the volume each day to 200, 400, or even 800. The remarkable transformation achieved by adhering to this strategy is nothing short of impressive.

### **The Results: A Significant Boost in Open Rates and a Substantial Reduction in Spam Rates for Dara's Clients**

Dara's client Alexander, who spearheads marketing for a print store, saw excellent outcomes after implementing InboxAlly in August 2020. Prior to employing InboxAlly, Alexander's open rates hovered around 6-10%, while his spam rate stood at a staggering 50%. Within a month, his open rates soared by 20%, reaching 30%, and continued to climb thereafter. By the end of November, the spam rate had plummeted to an impressive 2%, showcasing the undeniable effectiveness of InboxAlly.

Amir, another one of Dara's clients, witnessed tremendous results when using InboxAlly for email warm-up purposes. His spam rate nosedived from 50% to a mere 4%, placing him in a prime position for email deliverability he wanted before kicking off his next campaign. This significant improvement serves as a testament to InboxAlly's efficacy, illustrating its capacity to elevate sending reputation, enhance open rates, and increase contact engagement – all critical elements for thriving email campaigns.

### **Final Thoughts from Dara Sklar:**

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I am thrilled with the results achieved using InboxAlly, as it has truly been a lifesaver and an invaluable asset in helping my clients increase their open rates while simultaneously decreasing the volume of spam messages they receive. InboxAlly is an extraordinary tool, and I wholeheartedly intend to continue reaping its benefits!”

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