



USE CASE: HIGH VOLUME EMAILING CRITICAL TO BUSINESS SUCCESS

How Surveylab Elevated Their Google Standing Through InboxAlly

Surveylab, a leading provider of online survey solutions that enable businesses to obtain valuable human perspectives, recently encountered an unexpected and troublesome obstacle that threatened their digital presence and overall operations. This case study delves into the challenge that Surveylab faced, the solution they implemented, and the remarkable results they achieved with the help of InboxAlly.

Background

By offering a platform for individuals to share their honest thoughts and experiences, Surveylab empowers companies to make better decisions based on real user and customer feedback. Authentic insights gathered through these online surveys contribute significantly to the continued success and growth of businesses across various industries. Top-notch email deliverability is essential to allow them to reach customers and continue to succeed.

The Problem: Google account standing compromised by drop in reputation

In August 2022, Surveylab's CEO, Dan, discovered that their company's Google Account standing had been severely impacted due to a decline in their IP and domain reputation. Google's Postmaster reported a noticeable drop in their standings, posing a significant risk to the credibility and visibility of Surveylab in the eyes of ISPs and potential customers alike.

Determined to tackle this issue head-on and restore their online reputation, Surveylab's team embarked on an investigation to identify the root cause of the problem and implement a strategy to fix it. During this process, they came across InboxAlly—a specialized service designed to repair and optimize IP and domain standings for businesses.

The Solution: Implementing InboxAlly's Reputation Repair to Boost Trust Score

Recognizing the crucial need for a swift, decisive course of action, the Surveylab team chose to incorporate InboxAlly's reputation repair functionality into their strategy for resolving their Google standing woes. They onboarded their domain and IP with InboxAlly's seed emails and eagerly set out to work on improving their reputation.



InboxAlly Benefits

- Enhance the optimization of their IP addresses and domains, thereby boosting Google's trust in their website
- Pinpoint and address the specific reputation issues that were negatively impacting their visibility online
- Constantly monitor their reputation around the clock, enabling them to promptly address any emerging challenges before they could impact performance
- Access detailed reports and analytical tools to track their progress in rebuilding and maintaining their online credibility

The Results: Surveylab's Outstanding Google Standing Revival

Thanks to InboxAlly's email deliverability tool, Surveylab was able to not only recover from the damage they had sustained, but also significantly enhance their standing and authority on Google. By January 2023, Google's stats revealed that Surveylab's domain and IP reputations had made a remarkable comeback, as evidenced by the impressive rankings they held in Google Postmaster.

This incredible achievement was met with great enthusiasm and satisfaction by the entire Surveylab team, who had worked diligently and intelligently to overcome their Google-related challenges successfully. With the invaluable assistance of InboxAlly, Surveylab was able to embark on a new chapter of their digital journey, equipped with enhanced momentum and confidence in the strength of their online presence.

In the words of Surveylab CEO Dan Wardle,

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Our IP address and domain name were on the line, they had taken a nosedive, that's when we came across InboxAlly. In no time both our IP address and domain reputation shot up to excellent status. The product is downright incredible."

Conclusion: Surveylab's Continued Success, Powered by InboxAlly

With their Google standing restored and their online reputation stronger than ever, Surveylab can now focus on expanding their reach, gathering more meaningful survey data, and scaling their business with renewed confidence. InboxAlly's reputation management system continues to play an instrumental role in ensuring that Surveylab can effectively address any future Google challenges, and maintain their position as a respected and reliable provider of online survey solutions.

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