



Everest Design & Content

Course and Session Overview

Course series objective: This course series helps Everest clients to effectively achieve business objectives by using all Everest features.

Session objective: Learn how to use Everest to effectively submit email design tests and analyze them to make the necessary changes to improve engagement.

Course series outline

The Everest course series is comprised of six sessions aimed at improving your email program to achieve business outcomes.

The Design & Content session requires access to the Design & Content feature.

1. Introduction
2. List Hygiene
3. Sending Reputation
4. **Design & Content** (today's session)
5. Inbox Placement: Part 1 (optional)
6. Inbox Placement: Part 2

Course series resources

Use the resources below for additional help using Everest's robust features. The Everest Playbooks are used as the basis for these courses and each playbook series provides additional instructions to help achieve your expected business outcomes.

Explore on your own.

- [Everest Login](#)
- [Validity Help Center](#)
- [Everest Playbooks](#)
- [Everest Daily Deliverability Checklist](#)
- Setup Guides
 - [Basic](#)
 - [Advanced 1: Supplemental](#)
 - [Advanced 2: Sending Reputation](#)
 - [Advanced 3: Engagement](#)

Session details

How Everest fits into your process

A traditional email marketing process consists of three phases: Pre-Send, In-Flight, and Monitoring.

Explore on your own.

1. Relate the process below to your email development and deployment process.

Pre-send

- Inform your email campaign strategy with Everest's Competitive Intelligence feature
- Plan campaign
- Select target subscriber list

- Design campaign
- Validate email list using Everest's API or bulk List Validation feature
- **Test campaign design using Everest's Design & Content feature**

In-Flight

- Send campaign to subscribers and the Everest seed list
- View your campaign's inbox placement, spam, and missing results in Everest's Inbox Placement feature

Monitoring

- Monitor performance using Everest's Engagement feature, your ESP, or internal sending platform.
- Monitor sending reputation metrics using Everest's Monitoring feature to understand the impact to your deliverability.
- Monitor DMARC compliance to identify unauthorized use of your domain and brand using Everest's Infrastructure feature.

Notes:

Design & Content Terminology

Take the in-session survey!

- **Open rate:** The percentage of email opened by your subscribers
- **Click rate:** The percentage of subscribers that clicked on a link or call-to-action

Available allotments

Follow along with the instructor.

You can find your subscription information by navigating to: **My Everest>Account Settings>Subscription.**

Number of allotments available for your account:

The screenshot shows a user interface for account settings. The top navigation bar includes 'Account Settings', 'Activity Log', 'Privacy Requests', and 'Account & Reseller Reports'. The left sidebar contains 'My Profile', 'Subscription', 'Security & Single Sign On', 'Manage Teammates', 'Child Accounts', and 'API Access'. The main content area is titled 'Subscription' and contains the following text: 'You are currently subscribed to Everest Enterprise in volume tier 8 (600M+). Your subscription started on 1/1/2021 and expires on 12/31/2026. Your subscription includes the following add-ons: VTO, Certification, Partner. Your subscription includes unlimited user accounts. You currently have 137 active users.' Below this is a 'Current Usage' table with the following data:

| Category | Usage |
|-------------------------------|---------------------|
| Reputation IPs and domains | 38,037 / 10,000 |
| Annual Inbox Placement events | 20 / 10,000 |
| Annual Design tests | 0 / 1,000 |
| Annual Engagement open events | 283,625 / 1,000,000 |
| Annual Validation credits | 14,594 / 1,000,000 |

Subject line previewer

A good subject line can lead to higher opens and clicks. Test and view how subject lines are seen by your subscribers across different email clients and mobile devices.

Follow along with the instructor.

1. Preview your next campaign's subject line and pre-header text on the iPhone mobile device and Gmail email client.

Notes:

Spam test

Identify potential issues prior to sending an email to subscribers.

Follow along with the instructor.

1. New spam test
2. Analyze the results

Notes:

Send a design test

Identify design issues prior to sending an email to subscribers.

Follow along with the instructor.

1. Send a design test for your next campaign
2. Identify invalid images and links
3. Analyze design results on an iPhone mobile device and Gmail email client
4. Add comments and share the design test with someone on your team

Notes:

Session review

What you learned:

- How Everest fits into your process
- Design & Content terminology
- Available allotments
- Subject line previewer
- Spam test
- Send a design test

Session assessment

Please take a few minutes and test what you learned!

- [Design & Content Assessment](#)



Next steps

1. Sign up for the other [Everest Academy](#) courses
2. Proceed to the [Design & Content playbooks](#)