



Everest Inbox Placement

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: Part one of the Inbox Placement series is focused on setting up your seed list in Everest and using Seed List Optimizer to apply weighting for the most accurate inbox placement results.

Course series outline

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

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

Follow along with the instructor.

- [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:

Inbox placement terminology

Take the in-session survey!

- **Reference seeds:** Four unique Everest specific email addresses used to identify your email and insert the placement results in your account.
- **Delivered rate:** The percentage of email the mailbox provider accepted for delivery. An email accepted for delivery does not mean it reached the inbox.
- **Inbox placement rate:** The percentage of email placed into the inbox.
- **Spam:** The percentage of email placed into the spam or junk folder.
- **Missing:** The percentage of email that was not accepted for delivery or accepted for delivery and cannot be located for your account.

Setting up the seed list

Set up your seed list with the appropriate regions and seed weighting for the most accurate inbox placement results.

Follow along with the instructor.

1. Select target regions
2. Upload subscriber list to Seed List Optimizer
3. Apply seed weighting

Notes:

Uploading the seed list to your ESP

Upload the seed list to your ESP so you can start tracking and analyzing deliverability performance. Follow your ESP's instructions for adding email addresses to their platform.

Follow along with the instructor.

1. Download your seed list from Everest
2. Upload your seed list to your ESP

Notes:

Managing the seed list

Ensure the seed list is up to date for accurate results.

Follow along with the instructor.

- Download a new seed list if you have a material change to your sending region.
- Periodically review and adjust seed weighting if needed.
- Set up an alert to notify you when a seed list change is posted.

Notes:

Session review

What you learned:

- How Everest fits into your process
- Inbox placement terminology
- Setting up your seed list
- Uploading the seed list to your ESP
- Managing your seed list

Session assessment

Please take a few minutes and test what you learned!

- [Introduction to Inbox Placement Assessment](#)



Next steps

1. Sign up for the other [Everest Academy](#) courses
2. Proceed to the [Inbox placement playbooks](#)