



# 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 two of the Inbox Placement series is focused on setting up your Inbox Placement workspace and analyzing seed list test 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)
6. **Inbox Placement: Part 2** (today's session)

## 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.

### Inbox Placement terminology

- **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 test.

### 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:

Account Settings | Activity Log | Privacy Requests | Account & Reseller Reports

My Profile  
**Subscription**  
Security & Single Sign On  
Manage Teammates  
Child Accounts  
API Access

### Subscription

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.

#### Current 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

## Inbox settings

Set up your Inbox Placement workspace.

Follow along with the instructor.

1. Display preferences
2. Test duration
3. Header matching

Notes:

## Review seed list test results

Analyze your seed list test results, review troubleshooting tips, and inbox test diagnostics.

Follow along with the instructor.

1. Review your seed list test results and Inbox Placement trends.
2. Identify deliverability problems using Inbox Test Diagnostics.
3. Discuss troubleshooting and resolution tips.

Notes:

## **Inbox placement alert**

Follow along with the instructor.

1. Set up an alert to notify you of unexpected inbox placement results.

Notes:

## **Session review**

What you learned:

- How Everest fits into your process
- Inbox Placement terminology
- Available allotments
- Inbox settings
- Reviewing the seed list test results
- Inbox placement alert

## **Session assessment**

Please take a few minutes and test what you learned!

- [Inbox Placement Assessment](#)

## **Next steps**

1. Include the Everest seed list with your next campaign and analyze the results in Inbox Placement.
2. Sign up for the other [Everest Academy](#) courses.
3. Proceed to the [Inbox Placement playbooks](#).