



Everest Sending Reputation

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 identify and fix sending reputation problems contributing to low inbox placement.

Course series outline

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

The Sending Reputation session requires access to the Reputation feature.

1. Introduction
2. List Hygiene
- 3. Sending Reputation** (today's session)
4. Design & Content
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:

Sending reputation terminology

Your sending reputation is used by mailbox providers to filter your email and reflects the level of trust a mailbox provider has that the email you send isn't spam.

Take the in-session quiz to test your terminology knowledge!

- **Sender Score:** Sender Score is a numerical representation of your sending reputation from 0 (worst) - 100 (best). It is calculated by measuring your performance across key metrics important to mailbox providers.
- Key Sender Score metrics are based on email sent to Validity data sources:
 - **Volume:** The volume of email sent to Validity data sources.
 - **Unknown user rate:** The percentage of invalid users.
 - **Messages filtered:** The percentage of email accepted by a mailbox provider and not placed in the inbox.
 - **Complaint rate:** The percentage of subscribers marking your email as spam.

- **Sender rejected:** The percentage of email blocked by a mailbox provider.
- **Spam traps:** Email addresses designed to identify potentially abusive email traffic.
- **Valid host type & rDNS:** The technical configuration of your sending system.

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 the Everest account settings interface. The 'Account Settings' menu item is highlighted in the top navigation bar. In the left sidebar, the 'Subscription' menu item is highlighted. The main content area displays the following information:

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

Blocklists

Identify blocklisted IPs, understand common blocklisting causes and how to request removal.

Follow along with the instructor.

1. Identify blocklistings
2. Important blocklists

3. Common blocklisting causes
4. Request removal

Notes:

Sender Score

Use Sender Score as a sending reputation health indicator. The higher you score, the better.

Follow along with the instructor.

1. Identify your Sender Score
2. Understand how Sender Score is calculated
3. Identify and interpret data trends

Notes:

Spam traps

Spam traps help mailbox providers measure how well your list acquisition and list hygiene methods align with industry best practices.

Follow along with the instructor.

1. Understand the different types of spam traps
2. Identify and interpret data trends

Notes:

Session review

What you learned:

- How Everest fits into your process
- Sending Reputation terminology
- Available allotments
- Blocklists
- Sender Score
- Spam traps

Session assessment

Please take a few minutes and test what you learned!

[Sending Reputation assessment.](#)



Next steps

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