



Everest Academy Introduction

Course and Session Overview

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

Session objective: Get set up for using Everest so you can start using it right away. This session provides a course overview and how you will benefit from attending the entire course series.

Course series outline

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

The Introduction session is required for all participants prior to signing up for the other sessions. After attending the introduction session, you can sign up for the other sessions in any order, but it is recommended to attend them in order from session 1-6.

1. **Introduction** (today's session)
2. List Hygiene (List Validation feature required)
3. Sending Reputation
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.

Available allotments

Follow along with the instructor.

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

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 148 active users.

Current Usage

Reputation IPs and domains	40,472 / 10,000	📊
Annual Inbox Placement events	177 / 10,000	📊
Annual Design tests	133 / 1,000	📊
Annual Engagement open events	7,498,967 / 1,000,000	📊
Annual Validation credits	127,933 / 1,000,000	📊

Everest set up

The Everest set up module is designed to get you set up quickly so you can start using Everest right away.

Follow along with the instructor.

1. Login to Everest
2. Set up users
3. Set up dashboards
4. Set up a blocklisting alert
5. Set up an IP monitoring profile

Notes:

Seed list set up

The Seed list set up module is an overview of how to set up your Everest seed list. Sending to the Everest seed list provides deliverability insights within Everest's Inbox Placement feature.

Follow along with the instructor.

1. Seed list optimizer
2. Seed list weighting
3. Downloading your seed list

If you want additional guidance setting up your seed list, sign up for the Inbox Placement: Part 1 session.

Need to know

- Follow your ESP's instructions for adding seed addresses to your database.
- SFMC auto seeding: If you are an SFMC customer, there is an auto-seeding option available. Contact your CSM or here is a link with more information on this subject: [SFMC Integration with Everest](#).

Notes:

Using the seed list with your ESP

Instructor presentation.

The procedure for uploading the seed list varies by ESP or sending platform.

Notes:

Session review

What you learned:

- How Everest fits into your process
- Available Allotments
- Set up:
 - Users
 - Dashboards
 - Alerts
 - Monitoring Profiles
- Seed list optimizer
- Seed list weighting
- Downloading seed list
- Using the seed list with your ESP

Session assessment

Please take a few minutes and test what you learned!

- [End of session assessment](#)

Next steps

1. Sign up for the other [Everest Academy](#) courses
2. Investigate the [Everest Playbooks](#)
3. Set up your seed list at your ESP
 - If you need more seed list guidance, sign up for the [Inbox Placement Part 1](#) session.
 - You may need to contact your ESP for specific instructions.