Certification

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 keep your IPs in compliance to maintain preferential treatment at Certified partners.

Course series outline

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

This session is for Certified clients and requires access to the Certification feature within Everest.

1. Introduction
2. List Hygiene
3. Sending Reputation
4. Design & Content
5. Inbox Placement: Part 1 (optional)
6. Inbox Placement: Part 2
7. **Certification** (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.

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 List Validation API or List Validation feature
- Test campaign design using Everest's Design & Content feature

In-Flight

- Send campaign to subscribers and the Everest seed list
- **Certification benefits applied by participating partners**
- View your campaign's inbox placement, spam, and missing results in Everest's Inbox Placement feature
- **View your Certified IP's performance**

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:

Common causes of Certification suspensions

- **Poor list acquisition and hygiene practices:** One of the most common causes for Certification suspensions are introducing bad data into your email list file which can lead to increases in complaints, spam traps, and blocklistings.
- **Volume and frequency increases:** The holidays are a time many senders increase volume and sending frequency, and may be less disciplined about maintaining data quality standards.
- **Sending to a suppression list:** Accidents happen when working within tight deadlines.
- **Sending to old, dormant email addresses:** Old, dormant addresses are a high risk for being spam traps and causing high complaints.
- **High Microsoft SRD rates:** Microsoft's Sender Reputation Data (SRD) is an email feedback system created by Microsoft that uses trusted voters to help determine if email is spam. It is used along with their Junk Mail Reporting program for identifying potential spam.

- **Security compromise:** A security compromise is when an unauthorized third-party gains access to your system and sends spam.

Certification terminology

- **Daily Performance Report (DPR):** The Daily Performance Report (DPR) is a daily alert email with your Certified IP's performance.
- **Active:** Your IP is receiving preferential treatment at all Certification partners.
- **Warning:** Your IP is at-risk of losing preferential treatment at one or all Certified partners.
- **Suspended:** Your IP has lost preferential treatment at one or all Certified partners.
- **Sender Reputation Data (SRD):** An email feedback system created by Microsoft that uses trusted voters to help determine if email is spam.
- **Complaint rate:** The percentage of subscribers marking your email as spam.
- **Spam traps:** Addresses used by mailbox providers to measure your adherence to list acquisition and list hygiene best practices.

Identifying at-risk IPs

Identify potential problems before they cause a suspension.

Follow along with the instructor.

1. Identify IP warnings
2. Troubleshoot potential causes
3. Lowering compliance metrics

Notes:

Suspension troubleshooting and remediation

Your IP is suspended. What do you do?

Follow along with the instructor.

1. Identify suspension type
    a. Performance
    b. Security
2. Troubleshoot potential causes
3. Remediation steps

Notes:

Certification dashboards and alerts

Set up dashboards and alerts to help manage your Certified IPs.

Follow along with the instructor

1. Set up dashboards
    - Certification: IP status
    - Certification: Warnings
    - Certification: Suspension trends
2. Set up alerts
    - Daily Performance Report (DPR)
    - IPs are suspended/enabled due to security
    - IPs are suspended/enabled due to performance

Notes:

Session review

What you learned:

- How Everest fits into your process
- Common causes of Certification suspensions
- Identifying at-risk IPs
- Suspension troubleshooting and remediation

- Dashboards and alerts

Certification Assessment

Please take a few minutes and test what you learned!

Next steps

1. Determine how monitoring Certification performance fits into your process
2. Proceed to the [Certification playbooks](#)
3. Sign up for the other [Everest Academy](#) courses