Adrian Savage: There we go, we're recording. So firstly, again, welcome to this fairly impromptu call, I was planning to do something anyway. But with everything that's happened in the last few days, last few weeks with email and deliverability and stuff like that, then the timing is pretty good.

Adrian Savage: And I got a few things that I'm going to share slightly further into the call. But the starting point is I'm going to talk a little bit about what's been happening on the deliverability front. There's been a lot of issues around delays with emails getting sent, there's been Microsoft issues, Yahoo issues. So I'll try to shed a little bit of light on what's been happening on that front and answer questions as we go and explain what's happened, what Infusionsoft have done, and how you can best deal with some of the issues.

Adrian Savage: The starting point, if you didn't know this already is I'll share a little bit around how the Infusionsoft and how the key platform is architected. And if you're a technical purist, please forgive me. I'm going to simplify a few bits. I'm not going to go into too much detail, I hope. If I do then remind me and I'll try and keep it simple. But if you got a basic understanding of how everything fits together, then you can understand more why we had a few problems recently.

Adrian Savage: The starting point, if you look at this wonderful diagram that I sketched earlier on, this shows how everything works as an Infusionsoft or the keep user. So if you imagine this little symbol here is the web browser that you use to access Infusionsoft. And you're talking to the web server. And then sitting behind the web server, we've got a whole bunch of JVMs which stands for Java Virtual Machines. And that's where all of the the main core of Infusionsoft runs. So every time you're preparing a broadcast, applying tags, anything that's kind of a batch operation, that's happening at this level. And then obviously, one of the most important things that Infusionsoft does is it's sending emails, and the way it does that is there's a whole batch of servers at this level here and they're called MTAs, and MTA stands for a Message Transfer Agent. So what typically happens is that you will queue up the email inside Infusionsoft, it might be a campaign it might be broadcast. The JVM will handle all that, and then it sends it down to the MTA to send out to the world.

Adrian Savage: And each of these MTAs is a massively powerful computing server, somewhere inside Google Cloud these days. And what that does, is that will just queue up all the messages and send them to the right providers. And down here, we've all connected to the Internet, and all these lines here signifying different IP addresses. I've had to keep it fairly simple. I'm showing five IP addresses per server. But actually as far as I'm aware, there's more like 40 or 50 different IP addresses for every single MTA server that Infusionsoft has. And the reason they do that is a number of reasons. First it means that you can send out more messages concurrently. But secondly, because a lot of the decisions on how to route emails are made based on the reputation of the sender, the more different IP addresses we can use, the more flexibility we've got. And I'll talk about that a little bit more.

Adrian Savage: So once the MTAs are sending the message out, they will connect to whatever server it looks after the recipients email address. So if it's a Gmail address, then it will go to Google, if it's a Hotmail address, it will go to Microsoft, if it's a Yahoo address, it'll go to one of the server that Verizon looks after and so on. But also, obviously, if it's G suite, then that is Google's paid for mail address. And that normally is connected to a different domains. So you can't tell what you're sending to G suite, just buy the domain name alone. Similarly, with Microsoft, they've got office 365. In the same way they will run a business email domain for a particular company. And Verizon does similar thing. Yahoo has got a corporate mail offering as well, but you don't see as much of that.

Adrian Savage: And the way this actually accounts, and you [inaudible 00:03:49] may vary slightly, but on average about 50 to 60% of all the emails sent around the world will end up on a Google server. We're probably talking about 15 to 20% from Microsoft, we're talking maybe 10 to 15% for Verizon. So that includes AOL, it includes Yahoo, it includes Verizon themselves. And then this little box in the corner here I've actually written in, WeDeliver. And the reason that I've mentioned that is because WeDeliver is normally within the top five destinations that Infusionsoft sends mails to. If you don't know what WeDeliver is that's the third party mail rerouter that I designed and implemented for Infusionsoft. So if you don't want Infusionsoft to deliver the emails yourself, you can we use WeDeliver and it will actually send the messages via either Send13, Amazon, Send Grid, Mailguns, SparkPost and so on. But the principle's exactly the same, it then just connects to whatever the recipients server is.

Adrian Savage: If you please know I'm not pitching WeDeliver today because WeDeliver doesn't actually solve many or any of the problems that we've seen recently. But it's relevant because over the last four years WeDeliver has handled probably about, let me just have a quick check because the number's gone up, there we go, 622 million emails have gone through WeDeliver in the last four years. So that gives me a little bit of data to base some of my research on, and to explain some of what I've seen. So it just helps that I'm looking after a lot of emails that go through with this stuff.

Adrian Savage: So with the MTAs what happens is they will decide which IP addresses send the message on based on a few different criteria. And I'll come back to that later on. What I'm going to start with first is I'm going to talk about the big issue we've had around emails getting delayed recently. And just send me a few comments in the chat box folks, just let me know that you're still with me. If I've got a bit too techie then ask questions. I just want to make sure that you're still there before I carry on.

Adrian Savage: Just to see if anyone's alive. Yes, there we go. Thank you. Yes. Getting a few comments there. Everyone's with me. Brilliant. So let's talk about the delays that Infusionsoft has been experiencing. Now this all started with a rumor that Microsoft were starting to reject emails. And when I did a bit more digging, what I found was that the Microsoft suddenly started reporting system resource issues, because obviously one of the jobs of the MTAs at this layer is if for some reason they can't get the message through to the destination, they will queue it up and they will retry it later on. Now, the problem we've got is that Microsoft handles 15 to 20% of all the mail that Infusionsoft sends, and suddenly recently Microsoft started to experience what we think are problems. Now, it might have been a policy change on their part or it might be a problem. We will never know because Microsoft and Google tends to keep things very close to their chest.

Adrian Savage: But what we know happened is that Microsoft started rejecting connections for Infusionsoft saying that there weren't sufficient resources to accept the connection. Now at that point, that's a bit of a serious issue because I know that WeDeliver sends a tiny, tiny proportion of mails that go through Infusionsoft every day. And I will see typically half a million emails per day. My gut feel is the Infusionsoft are sending millions and millions of emails every day. And if Microsoft, which accounts for 20% of those emails suddenly stops accepting them, these guys here, the MTAs are going to start having a problem. They're going to have to hold on to all of these emails that would normally go straight through. And when that happens, then we have got a major problem because they've only got a finite amount of storage capacity.

Adrian Savage: And as the queue gets bigger and bigger, they're going to slow down, they're going to stop. And that's exactly what happened. And if you imagine sooner or later the MTAs got backed up to the point where they couldn't accept the request from the JVMs and at that point Infusionsoft itself was starting to creak at the scenes. So it wasn't just the email that was suffering, it was everything. It was tagging, it was handling opt ins, you name it, it was all going wrong. So Infusionsoft had a big problem to solve and I've heard on the grapevine that at one point the backlog at this layer here was more than five million emails stuck because Microsoft weren't accepting the connections. So when that happened, then obviously it was all hands to the pumps, and the guys in the email team had to work out how to solve that.

Adrian Savage: Now luckily because this is all architected inside Google cloud now as we know, then it is reasonably easy to add more MTAs to the mix. So that's the first thing that they did. They've actually, as far as I'm aware, they have roughly doubled the number of MTAs. So rather than nine, then I think we've now got 18 of them. Which means that there's more ability to store mails, but it doesn't solve all the problems because they've still got to go somewhere. And in the end, if you just can't get them through, then something's still going to fall over. And it means that even by doubling the capacity, then things aren't great. It means that the JVMs are working. But if there's a lot of activity, a lot of queuing and retrying and things like this at the MCA layer, then what we will see and surprisingly is that Infusionsoft, JVM will tell the web server that the broadcast has gone out. But unfortunately the MTAs are still trying desperately to get the emails delivered, but they're not going anywhere.

Adrian Savage: And that explains one of the big issues that we saw where people were saying that my broadcast is showing as sent, but here we are four or five hours later and nothing's happened with my emails and I've got a zero percent open rate and people are complaining that they're not seeing my emails. So that was the issue there. And I'll come back to something else they've done to do with that after. But that's a starting point. And I think by understanding that then yes we could accept it's not Infusionsoft's faults with the benefit of hindsight. If they'd have changed the architecture when they built all this stuff 10, 15 years ago, maybe they could have mitigated better against this.

Adrian Savage: But I think it's fair to say that the guys in the email team and the service teams now have done everything they can about this because there's only so much you can do. They've been monitoring this and I know there has been a lot of really hard work put in. So despite the problems and maybe we don't always know exactly what's going on. I know there's some guys working in the background, they've done a great job and they certainly deserve our respect. I used to work in operations myself and no one ever rings you up to tell you how well everything's going. And I think at the moment it hasn't been going at all well for these guys. So hats off to the guys at Infusionsoft for that. Then the other issue that's come along at roughly the same time is we've heard a lot of things about Yahoo.

Adrian Savage: We've heard about bounces, we've heard about other things, and you may have seen the video, that Aaron Barret released a few weeks ago talking about what Yahoo were doing as well, and also what Gmail we're doing. Yahoo, what we found is that we've been seeing a lot more bounces from Yahoo, and I did a bit of digging on that a bit of research, and what I've been able to find out is that Yahoo is now being a lot more picky about what it accepts from bulk email service. And this is probably a good time to explain about how Infusionsoft is allocating the email address, emails that it sends to these IP addresses on the MTAs. Because if you've worked around Infusionsoft for a long time, you'll probably know that if one of your contacts was double opted in, which means they got a [inaudible 00:11:23] double opt in link or an email confirmation link. Then it means that the emails to those contacts are sent from a different group of IP addresses inside Infusionsoft.

Adrian Savage: So it was always good practice even as the law didn't require it in your country. It has always been good practice to get your contacts double opted in or confirmed inside Infusionsoft because you know that the emails will be sent from a group of IP addresses with a better reputation. I'll quickly digress at this point just to remind you if you don't know already that when people like Google and Microsoft are deciding whether to accept your email from Infusionsoft and whether to put it in the spam folder or the promotions tab or the inbox or wherever it might go. Then they're only really looking at three things. First thing they're looking at is the content of the email. The second thing is the reputation of the person that's sending it. And the third thing is reputation of the system that's sending it.

Adrian Savage: And this is where the IP address comes in, because obviously if you imagine that if someone has double opted in, they are less likely to report spam and they're more likely to engage with the emails. So it's only because Infusionsoft have been grouping this type of email into a certain group of IP addresses that they have become better reputation addresses, but it is kind of virtuous circle. So if you put all the junk in one place and send out to one set of I dresses, then those addresses get a poor reputation. If you have all the high quality emails sent from another group of IP addresses, it makes sense that will start to get a better reputation. And that's what's happened. So in the past Infusionsoft, we'll split it into three groups, the double opt in servers, the servers for everyone else. And then if you're sending transactional emails such as invoices and similar, that would go from another smaller pool because that normally has a good engagement as well.

Adrian Savage: Now, what I understand has happened over recent months, possibly going further back than that is Infusionsoft have gotten much smarter with the way they do this. So I've got a quick question there from Jillian as well, that I'll answer now. So the question there is, is there an alternative way to get a verified double opt in other than the sequence in the campaign builder? So the simple answer is yes. If you still got access to legacy functions inside your Infusionsoft app, then you can create a legacy double opt in link that you can embed into any email. And then you can put that in a campaign as a broadcast. I think Greg Jenkins at Monkeypod, he's got some kind of video, that's explained that and a few other people have as well. I think maybe Tyler Garns did at some point from memory.

Adrian Savage: But if you ask the question in the Facebook group, if you haven't seen that, then you better find out how to do that. But yeah, you don't, although Infusionsoft definitely prefer you to use their standards email confirmation sequence. Some cases there might be a language issue or a wording issue. And you can actually work around that by using a custom automation link. So that's worth checking out.

Adrian Savage: So what's happened now is, [inaudible 00:14:16] yeah, unsurprisingly [inaudible 00:14:19] being in a French speaking Canada, then yes, you're able to use it very often and as you say, you can use it to redirect contacts with different pages. So that's a very good tip as well. So what Infusionsoft are now doing is they've raised their game with the way they allocate emails that are sent specific ranges of IP addresses. So if you imagine that every single MTA, it doesn't matter whether there's nine of them or 18 of them or 500, they will all have a different number of batches of IP address, different number of pools if you like. And I don't know how many there are, but what I know now is that there's more than the three there used to be. And what they're looking at is several things and effectively they're evaluating what the risk is of that email getting a spam complaint. And the greater the perceived risk, the poorer quality pool of IP addresses the email will be sent from.

Adrian Savage: So as an example, if there's an email going out that talks about get rich quick, make money fast, and it's being sent to a contact that hasn't opened anything inside Infusionsoft for the last two years, then guess what, that's going to get sent from the pool of IP addresses that's reserved for the not so good quality emails. If on the other hand you've got a contact that is confirmed stroke, double opted in and the contact opens and emails within the last week and it's a nice well-written value add email, then at that point then it will be sent from the best quality IP address range. And the chances are there's some different levels within that. I honestly don't know. But what that means is that if people are sending lots and lots of emails to unengaged contacts, the chances are that will immediately put it into the lowest quality set of IP addresses.

Adrian Savage: And that has coincided with Yahoo becoming a lot more fussy about what they accept. As I said. So what Yahoo is doing now, and this also applies whether it's Verizon, Yahoo, AOL, then it's the same thing. They've updated what we call their machine learning algorithms because a machine learning is just a smart way of deciding what to do with emails. And Damon, you're saying it seems super subjective. It is to a certain extent. But at the same time, I guess you can't generally argue with the fact if someone hasn't opened an email for a long time, they're probably not engaged. And it's probably a high risk and you can't get it right all the time. But certainly if I look at my best quality clients that don't use WeDeliver, they only use Infusionsoft and they maintain very good list hygiene, then they are still consistently getting really good open rates, really good engagement.

Adrian Savage: So I think maybe some people might fall foul of this, but on the whole, as long as you're looking at your list and doing hygiene, then it should work in your favor. But what we're seeing now with Yahoo is they're becoming a lot more fussy about how they're treating the different IP ranges. So Damon you're talking about two centers in not lengthy mails. I agree. And the content is only one of the indicators I believe they use. Now, I don't know this for certain, and I'm going on research that I've done and a few kind of off the record conversations. But if you send a two word email out there or something like that, or two sentences, that isn't a problem in itself. It doesn't have to be a great long email. It's just that the content is one of the markers and I'm pretty certain it will include certain keywords in that, the usual spam triggers and so on.

Adrian Savage: So I don't think that just because it's a short email, one or two sentences, it's going to go into that poor quality. If it was to an engaged content, then that's more important than anything else, I think. Anyway, so going back to what Yahoo are doing, then they are looking at a whole different number of factors. But the main thing that we're seeing is that if the emails are coming from one of the lower quality IP ranges inside the Infusionsoft, what Yahoo is doing is it's saying, I'm not ready to receive this yet, go away. And then the MTA is having to wait and having to queue it and having to come back later on. And obviously when that's happening and we've got a huge backlog anyway, then that's adding to the problem. And bearing in mind that, we're still talking 10%, maybe 15% of all the emails that go into Yahoo from Infusionsoft. That's enough to have a problem in itself.

Adrian Savage: Now this is the bit I'm not completely sure about, but the testing that I've done seems to back this up. My opinion at the moment is that Infusionsoft have stopped retrying certain types of emails that they're sending. So as I said, one of the jobs of the MTA is to queue up the mail that can't get through. And if the queue is getting backlogged, then there's got be some kind of very drastic solution that gets put in place. And for what I've been able to find out, I think the number of retries has either been eliminated or significantly reduced, because some of the tests I've done, I've sent some test emails to one of my servers where I put on this deferred response. So my server was saying I'm too busy to talk to you, come back later.

Adrian Savage: And as soon as that email was sent from a broadcast and Infusionsoft, I got soft bounce on that email. Now, in the past when I've tested that Infusionsoft would retry every few hours until it came back out. So what I think is happening at the moment is it's a double whammy. Firstly, just to be clear, engaged emails to Yahoo's coming from what I think are the good IP addresses are still getting to Yahoo. I'm still seeing open rates inside Yahoo. But what I think is happening is that the people sending to the unengaged segments in Yahoo, they will be going to the poor IP addresses. And Yahoo is saying, I'm not ready to listen to you yet. And because Infusionsoft isn't retrying those at the moment, that's why I think we're seeing a lot more soft bounces. Now the really interesting thing here is that I've only seen this behavior on broadcast emails, and I guess that's not a bad thing because at least were the broadcast, it will tell us which email addresses have soft bounced and we can then retry those as a new broadcast batch later on.

Adrian Savage: What I haven't seen happen is the same behavior with campaigns. So just to be clear, I think that the campaign emails still are being retried at this level. So they will go through. So obviously from that perspective, that makes sense because it's much harder on an individual basis to identify which campaign emails have bouncing and to resend those. So I think if they were not retrying the campaign emails, it would be much more difficult to deal with. So that's a bit of good news right there. It also means, as far as I'm aware, that if you've got clients that are seeing a lot of bounces with something like Yahoo, then possibly they could try sending rather than a broadcast, send it as a campaign email.

Adrian Savage: Now I'm going to give you a few warnings here. Firstly, if everyone starts doing this, guess what? I'm sure the Infusionsoft will change their policy and they will stop retrying those as well, because they've still got a backlog. Even now there are problems. So we've got to be very careful, very responsible, not to do this too much. I'm not going to post this in the Infusionsoft, open Facebook group and my request is that you don't either, because that's going to cause all kinds of problems. And we want to make sure that everything stays as controlled as possible here, we've got to be very careful. But it means that if someone has got a time sensitive small number of emails that need to go out, it looks like sending those as a campaign might make the difference. So again, your [inaudible 00:21:26] may vary and test this out.

Adrian Savage: But that's what I think is happening. What we've noticed, certainly the testing that I've done is despite all those Yahoo emails being bounced, the open rates for Yahoo haven't changed that much. So that suggests that Yahoo is effectively saying, I don't want to hear from this range range of IP addresses because you're only sending to unengaged contacts. And obviously unengaged contacts don't open emails. So that kind of makes sense from my perspective. And I think that actually if we all and if we encourage all our clients to only send emails to the engaged contacts then that will maintain the status quo much better. And it will mean that we're going to keep getting better open rates. And I'll describe a bit more about engagement in a minute to make sure that I haven't missed anything. I think I've covered most of that.

Adrian Savage: Right, before I move on to the next bit, can you just quickly send me a few more comments just to let me know. Does that make sense? Is there anything that's not clear? Does that match your experience or just be keen to see what a few of you guys are seeing there? So just wait a second to see if anything comes in. That's great. Thanks, Philip that is good. Good. We're getting some good feedback there. Okay. So, okay, so Damon, the JVM box, that's the Java Virtual Machine. So that's the bit that actually does all the kind of under the hood processing for Infusionsoft. That's where the tagging, the campaigns, all of that stuff runs. And that's what actually is linked to the web server. So when you apply a tag, when you edit a campaign it's doing it all through the JVM and then the JVM sends that down into the MTA and you just to send the mail.

Adrian Savage: In terms of image saturation and emails Andy that's a good question. I personally haven't seen any trends there. The only thing that I have always stuck to like a manager is don't send too many emails and messages, period. And the reason for that is just because, particularly Google, if you've got an email with more than three images in an email, Google is going to treat that as a promotion anyway and probably put that into the promotions tab. And also if it's a purely image in the email, it looks like spam anyway. Pretty much every spam filter under the sun is going to see an email that's just got an image in it and nothing else it will say that suspect is spam because they can't see what it is. So I've not seen any increase or decrease in that, but that's always been a fairly common thing to take care of for a long time now. So hopefully that answers that.

Adrian Savage: Now what have we got next? Now one of the things that Infusionsoft has also done is they have engaged with an external monitoring service. And this is really cool, it actually helped us quite a bit, even though we can't see the data ourselves. And again, this is going back to the video that Aaron Barret sent out over a couple of weeks ago where they said they've noticed a lot more emails were going into the spam folder on our friend Google. And what I believe they're doing is they're using a service that is actually monitoring real live email boxes that are used by real life Google users. So it might be Gmail, it might be G suite. But from what I can tell is enough people that makes this statistically significant.

Adrian Savage: So when you send a broadcast out to 10000 people, let's assume that 60% of those end up on Google, we've got 6000, it looks like the this external monitoring service can see what's happening sufficiently that it can predict or we can observe and then kind of extrapolate that to tell you what's happening with their emails? Are they go into the inbox? Are they're going into the promotions tab? Are they going to the spam folder? And Infusionsoft are using that data to actually send warning tickets out. So you might have received or you might have heard your clients have received emails from Infusionsoft saying we are seeing 50% of your emails land in the spam folder, and that's where this is coming from. So it's not spam complaints, it's actual monitoring of real live data saying this is where we're seeing everything go.

Adrian Savage: So that's very significant because obviously that gives us a good idea as to what's happening. And the only way we can do anything close to that is we can use Google postmaster tools. And if you haven't looked at Google postmaster tools and I'd really recommend that you do, that's another crucial thing to do. It doesn't work if your email volume is quite low, but if you're sending more than a few thousand emails a month, I think, then you can actually register the sending domain inside Google postmaster tools and it'll give you a few really important stats.

Adrian Savage: So the first thing it will do, as long as you're using DKIM to sign your emails. So if you haven't done that already, make sure you set DKIM up inside your Infusionsoft app. But as long as you're using DKIM to sign your emails as being genuinely from your sending domain, then Google postmaster tools will tell you what it thinks of your senders reputation for that specific domain. And it's got four levels, it's got good, it's got average, it's got poor and he's got bad. And just to show how drastic it can be. If you send out a few bad emails in a couple of days, then it's quick enough that it will go from good to bad, literally in 48 hours. And I've seen that with a client recently. The good news is you can build that reputation backup quite quickly as well, but that's normally based on things like the number of spam complaints that Google is seeing. Various other things.

Adrian Savage: Now Google will also tell you how many spam complaints it's receiving from its users. That's something else that Google postmaster tools you. Now the thing you've got to bear in mind here is that spam complaints from Google users never make it back into Infusionsoft. So the only way that you can get an idea of what your spam complaint rate is from Google is have a look at how many Microsoft people, so it's Hotmail, it's office 365 and so on. How many spam complaints are they generating? And you can assume that the same kind of level will be going into Google, but at the same time, postmaster tool will also give you that as an idea. So you've got some kind of indicator as to how your emails are being received on the Google slide.

Adrian Savage: Another thing that Google will tell you is well inside postmaster tools is the IP address reputation. And depending on what servers Infusionsoft is allocating to your emails, then you may be coming from predominantly the good ones. It could be predominantly the bad ones, it could be a bit of each. But the IP reputation inside postmaster tools will tell you what Google makes of your sending reputation. And remember that we do have a level of control over what servers or what IP addresses Infusionsoft uses. Because if we only restrict our sending to the engaged contacts, it's going to go out from the better IP addresses in Infusionsoft.

Adrian Savage: So postmaster tools makes a big difference there and it will help you understand what's going on. But remember that Gmail spam complaints never make it back to Infusionsoft. Also, something I'll come to a little bit later on is we don't know just by looking at email address in Infusionsoft, if it's a G suite user or office 365 user, we don't know that it's going to Google or Microsoft without doing a bit more digging and I will share that later on. Now what else have we got here? okay. Something else that's come up a lot recently is whether in fact before I do that again, just any questions on that? Does that all make sense? Any questions before we move on? Just wait and see who send us some feedback in.

Adrian Savage: We've got a stung of silence this time. So I don't know if that's because there's some questions coming, I should [inaudible 00:28:43]. So either that or I've lost everyone. There we go. I've got some good feedback there. Okay, so list scrubbing. So list scrubbing. If you've not come across the phrase, then list scrubbing is the practice of taking some or all of your email addresses from Infusionsoft or it could be only applied to new contacts as they get opted in, and using a third party tool and there's things like mail floss, never bounce, zero pounds, clean 13. There's lots of different tools that offer this service. And what they will do is they will validate the email addresses and tell you whether they're still valid, tell you whether they're spam traps or complainers, things like that. And the purpose of that is to help you identify any dangerous email addresses that you're sending mail to.

Adrian Savage: I'll quickly cover spam traps. As an example let's assume that we're sending to a Hotmail address and that person cancels their Hotmail account, probably for about three months, maybe six months. Then Microsoft will bounce any email that is sent to that address. So that means that if you're using something like Infusionsoft and you're mailing your audience often enough, then you will realize that address has been closed down and you'll get a bounce and Infusionsoft will automatically stop mailing that person. Now the challenge you've got is if you don't message your list that often, supposing some people might have gone six months without mailing anything or it might be that they have imported the list from some of the system that doesn't manage things as well. Or heaven forbid, they might have acquired the list from a slightly more dubious source, and the chances are at that point, some of those email addresses which were bouncing, would have been reactivated by Microsoft. And at that point they turned into what's called a recycled spam trap.

Adrian Savage: And anytime an email hits that recycled spam trap, that's just another little indicator to Microsoft that this person isn't really keeping their list very clean. Google will do something similar and there's lots of other companies out there that do nothing but run spam traps. And the slightly more dangerous one as we talk about the recycled spam trap there, is the pristine spam traps that are also known as honeypots, and the way they work then that score about email addresses they get published on the Internet with the sole intention, knowing that someone's going to scrape those off with a robot or manually or something like that, and import those addresses into email lists. And those addresses have never ever given permission to send an email ever. So if one of those addresses gets an email, then at that point the recipient knows that that person is engaging in poor mailing practices and that sender is more likely to get blacklisted.

Adrian Savage: So Patty you just said, I could have mentioned some of the lists rubbing services. So the ones I mentioned were never bounced, zero bounced and mail floss, clean 13. I'll explain more about that in a second because I've got one of those integrated with one of my tools at the moment. But I would say that it's never a bad thing to scrub the list. The list scrubbing companies will tell you that you should do it regularly, and of course they would because they're going to make money out of that. And to be completely open about it. Then I have a few affiliate links for some of these different providers as well. But I will not be quite so keen to promote them as they would like me because it's all about getting the balance right.

Adrian Savage: Yes, it definitely makes sense to scrub your list occasionally, if you've never done it and you can't be totally sure you're squeaky clean, then it's worth doing. And to be fair, sometimes there's a few spam traps that creep in, even if you have got good list hygiene. So certainly every six or 12 months I'd say you should do it even if you are keeping your list clean, and you might want to do it more often than that. And if you are collecting opt ins from web forms and things like that, you might want to also validate them at the time of opt in. And it's possible to do that in real time as well I'll mention that in a minute. Because if you've got affiliate traffic coming in or heaven forbid a bot finds your landing page, then you're going to get all kinds of crazy things happening.

Adrian Savage: And obviously if you're sending out emails to people who didn't request it, but a bot did on their behalf that's going to get you into trouble straight away. So that's definitely worth checking out. And the way that used to work, it was a little bit of a pain. You have to download the list from Infusionsoft into a CSV file, upload the CSV file to the scrubbing tool, download the results, and then [inaudible 00:33:08] back into Infusionsoft. And as you can imagine, that's a bit of a pain. One of the solutions that I've written in my lab central tools that I'll share shortly, it actually automates that process or in situ on the Infusionsoft database. So all you do is if you press a button and it will go through the entire Infusionsoft lists, send all the email addresses to the scrubbing service. And it will tag them with the results. So that makes it much easier. And also there's an extensions of that so that when a new content gets added, you can tell it to just scrub new contacts automatically as they come in. So within about a minute of a contact opting in, then it can be tagged saying whether it's verified or a spam trap or a complainer or whatever. And I will just show that in the tools shortly.

Adrian Savage: How are we doing with that? I think that's the scrubbing covered. What else? So with the engagement, this is probably the most important way to keep your email sending reliable and to keep your open rates high. In the past then the strategy was built as big a list as possible and just email everyone all the time in in the hope that even if someone hasn't open something for years, maybe a few of those will still open it.

Adrian Savage: So it was all about building the biggest list possible, but things have changed a lot now because certainly I know for a fact that Google and Microsoft and we're seeing Yahoo as well now they are penalizing people who are sending emails out to unengaged contents. So the rule of thumb there is probably anything more than 90 days, it's going to cause a problem and the more engaged you can restrict your sending to the better. And I'll show an example of how that can make a difference later on. But that means that obviously what you need to do here, you just make sure that you are getting the balance right between sending to engaged versus unengaged contacts. So what a lot of clients are doing now successfully, what I've been working with them, is they will focus on their engaged contacts probably 95% of the time because that builds their reputation. It keeps the open rates strong. And then every now and then they can just send an extra broadcast out to the unengaged contacts to give them the chance to reengage.

Adrian Savage: Obviously we know that because email opening is only tracked by images in Infusionsoft email, then we can't be 100% certain that someone hasn't opened an email. So every now and then, rather than just remove everybody, it's always worth sending a quick reengage email, just give people a chance to take on the list before you actually stop mailing them completely. So that's an important thing to cover. So Jenny's got a question about initial outreach to a cold list and can it trigger this? So the issues we've got with initial outreach to cold lists, there's always going to be a reasonable level of suspicion when you're mailing a cold list because Infusionsoft has always throttled emails to cold lists anyway.

Adrian Savage: And what that means is supposing you're sending 10000 emails out to a cold list, Infusionsoft will send the first say a thousand emails. And then it waits a good few hours to see how many complaints come back and how many bounces. And if there's too many bounces, too many complaints, it won't send the rest of those emails. Now, obviously because it's a cold list then I don't know for sure which IP range those emails are going to be sent from. I would like to think it's not from the poorest IP range because you haven't really done anything to show that they're bad contacts. It's just that there's no history for them yet. So I'd like to think is a kind of neutral middle of the road batch of IP addresses but can't confirm that. But I think, certainly judging on the performance I've seen where people are attracting a lot of traffic to the website and capturing a lot of new leads. I'm seeing a very good engagement rate there.

Adrian Savage: And what I was going to say is that because over time you do lose contact because people will just disengage naturally. Then as long as you've got a fairly constant flow of new leads coming into your database, then that's the best way of mitigating against this. It always best to have a strategy to consistently replenish the people on your list, engage with those and then just remain only sending to the engaged people. So hopefully that makes a bit of sense there. Again, it always tests things out because this is just based on what I've observed and the golden rule here is that what I see to the audiences or the clients I work with won't necessarily match your own audience. So do be careful about that. But I think that the golden rule there is anytime you're sending an email to a cold list, just make sure that plenty of value there, minimize the reasons they're going to have to hit the spam button, because if they do that, that's when you're going to be in trouble.

Adrian Savage: What else have we got? White listing. This is probably. So the first thing, if you want to make sure that you're keeping your engagement high, first thing you send to engaged contacts. Secondly is segment really well. And only send mails to the people that want to hear exactly what you're talking about. So I'll use my usual pet shop example. Some people are dog lovers, some people are cat lovers. Some people love both. You wouldn't send an email about dogs to someone who only likes cats. If you do that, they're never going to open your emails. So make sure you are adopting that same approach with your own audiences. Only send the mails that are about the subjects that people want to hear about. Be really, really clever with your segmentation. Don't send everything to everyone because it just won't work.

Adrian Savage: I know that Jordan was talking about that seven or eight years ago. It hasn't changed. It's just that the impact is much greater now if you still have a one size fits all approach. And then the final thing that is really, really important is to actually tell people how to wipe their [inaudible 00:38:44]. Because the problem now is that Google, bear in mind that Google is 60% of your audience. Give or take. It might be 40, it might be 60, but it's a big chunk of your audience. And if people aren't telling Google to never send you to spam, then you're going to lose a lot of them right from the outset. What I'm going to very quickly share is I'm going to share a white listing generator. And if you want to create this yourself, then the address is whitelist.guru and I'm just going to put that into the chat box now so that you can copy that out.

Adrian Savage: And then I'm very quickly going to share my screen and just show how this works. So if you've seen my post on Facebook, occasionally you may have seen me mentioned a guy called Chris Lang. Chris has been doing research into email deliverability for longer than I've been doing Infusionsoft, and he knows his stuff inside out, back to front. And what he's created is a set of whiteness instructions that you can actually create for your own domain. And the way this works is this is his particular page. If I click Gmail here, then it will scroll to a page that says, here is how you can actually set your Gmail up to always send emails into the inbox and never sent it to spam. And if you go to Chris' page and scroll down far enough, here we go, how to use this tool. You can put your name, your email address, and your brand name, click a button, and it will create your own personalized white listing instructions that you can put on the thank you page of your web forms.

Adrian Savage: If you do that, I can guarantee that it will improve your engagement. And it's the biggest, most overlooked thing that people don't do. So I would say definitely do that. It's difficult sometimes because there's a lot of work to do and it might be off brand and so on, but make sure that if you're not going to this level of detail, then at least make sure you're doing something that's encouraging people to white list you. And in the old days with Gmail, it would just add them to the address book. Now you have to actually create a filter and tell it never to go to spam. So it's much more important. Now let me just quickly go into the chat box again because I can't see that now. There we go. Mail the questions at the moment that's good.

Adrian Savage: So what I'm going to move on to now because I've got to go in just over 15 minutes is I'm going to quickly share some of the tools that I've been working on myself. Now you may have seen me mentioned these a couple of times over the last 18 months. It started with a really imaginatively named email power tool, that name didn't last very long. And because my business is the dynamic marketing lab and I've got things at the reporting lab at the integration lab, then all of the different tools I've created now live in a place called lab central. If you want to check labs central out for yourself or for your clients, I'll share the link into the chat box now.

Adrian Savage: And what lab central is, is a collection of different reporting tools, integrations, things like that. I'm only going to talk about the email specific ones today. And I'm going to show you the email engagement reports first of all. Now this is really useful report, but it's one that you can't, oh heavens, I love it when everything goes wrong on a demo. Let's see if it lets me in. There we go. Ah, that's why. There we go. Live demos are always lots of fun. So this report, the email engagement report is one that you can't get out of Infusionsoft. And I'm just sharing my data here, which as you can see for my own audience I send very few emails. If apply this to a client with a much bigger sending rate it's much more effective. But what this is showing is this is showing not the open rates, the open rates will always be lower than what you see here.

Adrian Savage: This is showing that over the last 30 days, in this case I sent 282 emails or rather I sent emails to 282 different people. And what this is showing is this is showing the 128 of them which you've got 45% opened something from it. And as you say, as time goes on, then that open rate improves. And it's typical that if people don't have a very good list hygiene practice, then you'll see that a year ago it might be 60 to 70% and within, and the last 30 days then it might only be maybe 20% or even less that have opened something. So if it's a fairly slow decline that shows that they've got good list hygiene, if it's a high decline then it shows they need to do quite a bit of work. So this is quite a useful report there. Email open report is similar to what you see inside Infusionsoft, the lost customer report, I won't show you that now because there's lots of sensitive data in that.

Adrian Savage: But what that does is if you're using Infusionsoft to record purchases, then it will tell you which of your customers can no longer be emailed, which means effectively you can't send anything else to them. So that's something that's well worth a look. The other tool that is nearly finished now that it's worth a look when it's ready, it will be the email engagement detail. What that does, is it will actually tell you soon as the email status search inside Infusionsoft. Then it will tell you who hasn't opened anything for three months or six months, or it can tell you who has engaged with in three months or six months. But then you can actually tell it to tag all of those people. Yes, Infusionsoft have got their own automated process for identifying unengaged contacts and making them non marketable. But the problem you've got there is once Infusionsoft sends a contact into the unengaged non marketable state you can't do anything with them. You can't automatically turn all them back into the marketable state. And I've had a few clients with issues there.

Adrian Savage: So this type of tool that I'm looking to turn into more of an automated solution as well, then that will do that in a safer way. So Julian, you've asked, can this tool work with applications other than Infusionsoft? At the moment I'm supporting Infusionsoft and active campaign. Mailchimp is about 90% of the way there. And once everything's working for those platforms, there's no reason why I can't support other systems as well because a certainly active campaign is nowhere near as good as Infusionsoft app reporting on engagements and open stats and things like that. I'll also very quickly show you the clean 13 integration. And in here nice and simple, let's going there.

Adrian Savage: You just literally put your clean 13 API clean, you choose which tag category you want to apply any of the tax too and it's got a list. You put a prefix on to the tag. So in this case let me just change that. If I scrub my contacts and they will come back verified then they go into the zero zero test tag category and it creates tags case 13 verified, case 13 role account case 13 spam trap and so on. And you can either switch on this option here for real time scrubbing, which means that every time a new content gets added to Infusionsoft it will automatically be scrubbed and tagged within about 30 to 60 seconds. We can leave that switched off. And you can just go to the on demand scrub where you can either scrub your entire database or you can say, I just want to scrub specific contacts with specific tax.

Adrian Savage: The final thing that I'm going to share on this is something that is really cool. Now this is still in development, so unfortunately I can't show you a web page for this. You're going to get a little sneak peek into the backend of my database. So let me just change the screen. And hopefully there you can now see a screen with a whole load of numbers. So this is another clients mail of anonymized it. And I'm sharing this with you as an example. What we're doing here is I've analyzed all the emails that were sent in the month of April, 2019. And if you see, I'm highlighting this line here, it's saying the across all the different destinations we've sent 20000 emails, 4600 were opened. So the open rate on average was 23.3%. We can see that up here, G suites, which accounts for about 25% of that audience. They have a much better open rates. So we're just going to show that in this case the G suite audience is opening more emails, and obviously you can't tell what's happening just by looking inside Infusionsoft you can't tell if a contact is G suite or office 365. Again, the example is for my own dynamic marketinglab.com domain. That's a G suite address, but nobody knows that unless you do some DNS look ups.

Adrian Savage: So what this tool is analyzing is where every single email is going, which server it's landing on and what the open rate is and what you can see here. No great surprise. AOL and Yahoo, we've got a five and a three percent open rate. Now I know the numbers are slightly smaller there, so it's not quite so statistically significant. But I've seen this born out in a lot of other places where this proves that Yahoo and AOL have got a lot more critical of the data and the email that have been coming from Infusionsoft.

Adrian Savage: We're also seeing that the outlook.com, office 365 in this case it's only a little bit below the average. What this report really helps you with, is it helps you identify are there specific audience segments that you can work on? In particular, let's say, and I've used this very effectively on a proactive way with some clients, is that we've been able to see that Microsoft or Google have suddenly had an issue, and we can see that the overall open rate hasn't changed that much, but maybe the G suite open rate has gone down from 30% to 20%. So analyzing things at this level is really, really important. And I'm starting to get to the point where I can include this level of data in the web interface as well. So this is something that is going to be coming. So the more interest there is in this, the better. So I'd love some feedback on that.

Adrian Savage: And the other thing is, is doing as well is we're doing a little bit of what if analysis. So let's say as an example, right now we're saying the average open rate is 23% but supposing we restricted our email sending, so it only went to people that had opened something in the last six months. If we were to do that, the open rate on average would rise to 33%, for G suite, it would rise to 38%. So you can see that this is a good way of illustrating declines, particularly the ones that are scared of letting go of their unengaged contacts. You can say, look, if you only send to your most recent engaged people have, in the case of 30 days, you could get a 49% open rate. If you only sent mail to people that opened something in the last 30 days.

Adrian Savage: And obviously the higher the open rate you were guessing with your emails, the more likely that Google is to put you into the inbox in the future. So it becomes a virtuous circle. And this is why it's so important that you only send mails to engage contacts. And here's a really good way of proving that. Now the way this is going to work, all of the lab central tools at the moment are free, and it's going to migrate to a freemium model. So the basic reports will remain free, but as I get the more intelligent reporting, the more intelligent analysis in there then there'll be some kind of commercial model there. But for now you can register it for yourself for free, for your clients for free. ICPCs always received free access, and clients, once I worked out what the pricing structure will be, then no one can be forced to pay and that will come out in due course. But at the time being, while I'm getting all this working, then everything's free because there's like as many people to use it and get that comments and feedback. There's a lot of days to analyze here. So I would really love feedback on that.

Adrian Savage: What else have we missed? So I'm going to put Krista on the spot. I know you're on the call this morning as well. Is there anything that you think I haven't mentioned from this morning Krista you just pop that in the chat box. But I'm going to open it up now to all of you guys to see if there are any other questions you've got about anything I've talked about, about the deliverability, about the tools I've just demonstrated. Any other questions at all then please let me know. Thanks. Great Krista. So pretty much cover the same as this morning that his great. I didn't have many notes this morning.

Adrian Savage: This morning was totally live and unscripted. And then this call now I've made a few more notes to make sure that I didn't forget anything that I mentioned this morning. I think I've covered a few extra things as well now, so that's all good. Thanks for see about on that Damon as well. It looks like there's no actual questions coming in, which is good. Alister no problem that you were late. Yes. This recordings is going to go out to anyone who filled in the form. And yeah, we'll shall be, I'm just giving people in the ICP group a chance to get a copy as well. So Julian, you said looking at with DNS to find out is it Google or Microsoft. So if you want to do that manually on a single address, then you can look up their MX record. And that will give you the name of the server that accepts emails on behalf of the domain.

Adrian Savage: So as an example, if you look to the MX records for dynamicmarketingmag.com, then you will see that the MX record is a Google server. Similar, you'll see sometimes it'll be a Microsoft server if it's office 365. So that's cool. Let's have a look. What else have we got? The other thing just to mention as well is because obviously I've done a lot of email deliverability analysis for people. I can help them solve problems. If as an ICP or a KCP, then you'd like a bit of help, then I would love to empower you to help your clients as much as possible. If this stuff gets really complex then it's worth getting experts such as myself or Evan Sammy or Erin Mark Penny to dig into because we're always happy to work with partners directs and help them, help with work with your clients as well.

Adrian Savage: But one of the things that I'm looking to do, just because I want to get a little bit more proof out there that this stuff works, is I'm offering every single partner the chance for me to do a deliverability analysis either on your own audience if it's big enough or one of your clients. And normally this is going to be a service that's going to be priced at 250, $300, something like that. At the moment I'd like, I have been doing it for free, and that's crazy because there's a huge value to this. So I've been beaten up by a few people and sold over a charge for it. So what I'm looking for, few case studies, I'm still going to do this at a low price, around $49. So if you'd like me to do this for your business or you've got a client who's having a few problems and then please let me know.

Adrian Savage: And if you think there's a use for the tools that I've been sharing today as well please get in touch and let me know what you think. What else could I add to make this easier to make your life easier, to make your clients' lives easier? Because I think there's lots of things that we can do and there's lots of ways that I can help you do an even better job for your clients than you are already. And I'd just love to be more involved with as many partners as possible. So please let me know on that. I'd love to be able to help them off more.

Adrian Savage: I think that is pretty much everything, which is good because I've got to wrap things up in a little bit later. So if you just look at the message from Natasha, thanks Natasha. Any questions then you're welcome to either message me on Facebook and Natasha put her email address in as well. So you're always welcome to contact her. And if there's demand for this, then I can run some more calls like this in the future just to share what's happening. Anything that's changed, and cover any of the subjects in more detail. So I'm going to wrap it up at that point. If there anything else then please do get in touch. Hope this was useful today. It's great to see everybody. I'm going to stop the recording about now.