



Deliverability Questionnaire

❖ Business

- Business Name: Company Name
- Street: 1313 Mockingbird Lane
- City, St, Zip: Atlanta GA 30044
- Website: http://company.com
- Please send a test email from your current platform to:
ibmimctest@gmail.com Sent? _____

❖ Current Email Program

- Which domain(s) you currently use to send marketing email (prior to IBM Marketing Cloud)? e.company.com news.company.com
- How many IPs do you currently send email from? 3 IP addresses
 - Are they dedicated or shared IPs? Dedicated
- Do you send transaction-based email? Yes I Do
 - Do you separate your marketing and transactional email? Yes
- Please describe your list breakdown by "major" ISP in percentages (example: Hotmail 20%, Gmail 25%, Yahoo 15%).
 - Gmail 24%
 - Hotmail 22%
 - Yahoo 20%
 - Comcast 17%
 - BT Internet 14%

❖ What are the projected email send volumes for your organization using IBM Marketing Cloud?

- Peak Daily, Average Weekly, Average Monthly
 - Daily = 40,000
 - Weekly = 240,000
 - Monthly = 960,000
 - Holiday = 1.350,000

❖ Do you use any of the following acquisition methods?

- Co-Registration No
- List Rental or List Purchase No
- Email Appends No
- Affiliate Marketing No



❖ **Email Metrics**

- Current Open Rate on Emails _____ **21%** _____
- Current Click Through Rate on Emails _____ **7%** _____
- Average Bounce Rate on Emails _____ **1%** _____

❖ **Deliverability**

- Any known issues or trouble spots with your email program? ___ **Yes** ___
 _____ **Gmail Bulking and blocks over at Outblaze** _____
- Do you send a Confirmation or Welcome Email? _____ **Yes** _____
- Any previous or existing Spamhaus listings? ___ **Yes 3 years ago** _____

❖ **Bounce and Suppression Policies**

- Do you suppress hard bounces? ___ **Remove from Database** _____
 - What is the policy? _____ **Immediately remove** _____
- Do you suppress soft bounces? ___ **At some point** _____
 - What is the policy? _____ **After 3 bounces we suppress** _____
- Do you suppress Spam complainers? ___ **Abuse** _____
 process _____
 - What is the policy? _____

❖ **Unsubscribe**

- What unsubscribe methods do you provide recipients? _____
- How quickly do you process unsubscribe requests? _____
- Do you maintain an active suppression list for bounces and unsubscribe requests? _____

❖ Any additional information about your business needs and marketing objectives that you feel would be helpful to the process?
