

DELIVERABILITY

Avoiding deliverability dramas

As noted, preparation for the Black Friday weekend makes all the difference. It's no different with deliverability. Creating your campaigns is only half of the Black Friday battle; the other half is making sure they're actually received as your competitors flood your customers' inboxes across the Cyber Weekend. So, how do you ensure the campaigns you've worked so hard on actually meet the gaze of your customers?

Start building up your sending volume slowly and early

- Starting to build your volume before the big event prepares your customers and mailbox providers alike.
- Mailbox providers will be more receptive to your messages because they've seen you send more volume over the last few weeks. Your Cyber Weekend volume won't be a surprise, so they will be more likely to let the volume in. Let's face it, who really likes a surprise?

Build up your frequency over time

- If you plan on sending more frequently than usual add in the extra sends over time to ensure your customers are comfortable with the increase. Your customers will be receiving more emails from nearly every brand they subscribe to, so it's a balance between getting their attention and scaring them off.
- Where you have previously changed frequency, for instance during a sale period, use that data to guide you on what did or didn't work.





Tease your shoppers; re-engage with both active and inactive customers to warm them up

- We all love a discount, but we especially love a discount on something we already want. Personalization is a sure-fire way of fostering engagement; and teasing your customers to get them engaged in your products early will improve the open and click-through rates of your campaigns once Black Friday arrives. This initial engagement with your campaigns can make or break where the rest of the messages end up; so ensure customers are going to want the deals you're sending.



Choose and test timings with your warm-up emails

- Research has shown that opens and clicks on Black Friday spike at 10 a.m. and 4 p.m., so if in doubt plan your sends to arrive before these times. However, the popularity of these time slots also means lots of businesses will send at the same time and mailbox providers and their filters will have a capacity limit on what they can handle, making it harder to deliver at these times. Use your sends in the run up to Black Friday to **test send times** to see if your customers have another preferred time to buy, like lunch or during afternoon tea.

Allow customers who aren't interested to snooze

- Not everyone embraces the shopping experience of Black Friday and some customers may unsubscribe or mark the campaigns as spam. Rather than lose these subscribers, consider using a snooze button to allow customers to opt out of Black Friday, ensuring you keep them subscribed in the long run.

Ramp-up example: Increasing contact numbers

In this example:

BAU = standard segment used for broadcasts made up of engaged contacts

Less engaged = segment of less engaged contacts which are occasionally sent special offers and sale campaigns

Least engaged = contacts rarely sent to except at sale periods

	BF week -2			BF week -1			BF week		
Segment	Send 1	Send 2	Send 3	Send 1	Send 2	Send 3	Send 1	Send 2	Send 3
BAU	X	X	X	X	X	X	X	X	X
Less engaged		X		X	X		X	X	X
Least engaged			X		X	X	X	X	X

Ramp-up example: Increasing frequency of sends

Example:

3x a week sender increasing to 5x a week for the week of Black Friday

	BF week -2		BF week -1		BF week	
Send day 1		X		X		X
Send day 2				X		X
Send day 3		X		X		X
Send day 4						X
Send day 5		X		X		X

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