



# Taking Care of Business: B2B Basics

May 2024

# Agenda

- **Deliverability Factors**
- **Filtering Companies**
- **Shared IPs**
- **Best Practices for B2B Senders**
- **Troubleshooting B2B Deliverability Issues**



# B2B Deliverability

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# Shared B2B & B2C Deliverability Factors

- ❑ **Infrastructure.** List unsubscribe, authentication (SPF, DKIM, DMARC), valid MX records
- ❑ **Volume.** The higher the email volume and more erratic the sending patterns the more MBP scrutiny
- ❑ **Bounces & Spam Traps.** Keep hard bounce rates at  $< 2\%$  and avoid adding spam traps to the email list
- ❑ **Spam Complaints.** Below  $0.3\%$  is ideal;  $>0.1\%$  may experience blocking or spam foldering.
- ❑ **Engagement.** Both positive and negative subscriber signals
- ❑ **Reputation.** Each MBP uses their own unique weighting of deliverability factors to determine a reputation for each sender, both at the IP and domain level.
- ❑ **Email Content.** Ensure code is safe and clean, avoiding embedded javascript, link shorteners, attachments



# B2B Deliverability Challenges

Many of the technical factors that impact deliverability are common to both B2B and B2C. However, there are factors that can make B2B email marketing more challenging, including:

- ❑ **Consent.** In many countries, consent is either not required to send B2B email, or a lower level of consent is required.
- ❑ **Turnover.** B2B list quality is jeopardized by new contacts, temporary contacts, and/or responsibilities shifting among other team members.
- ❑ **Targeting.** B2B targeting is typically less sophisticated than B2C, meaning the products and services being promoted are less likely to resonate with email recipients.
- ❑ **Buying Cycles.** B2B buying cycles are typically longer and less frequent, which can make recency segmentation more difficult.

# B2B Deliverability Challenges

- ❑ **Silos.** Marketing, Sales and even individual reps may not be aligned with following a unified strategy or even best practices.
- ❑ **Volume/frequency.** B2B send volumes tend to be low compared to B2C, and frequency more sporadic.
- ❑ **Shared IPs.** Due to volume/frequency challenges, many B2B senders rely on shared IPs to send messages, which means their reputation depends on the practices and quality of those senders.
- ❑ **Filtering companies.** B2B email content is often required to pass through layered filtering by both email security software companies used to manage corporate email delivery and/or IT admins.



# Hosting & Filtering Companies

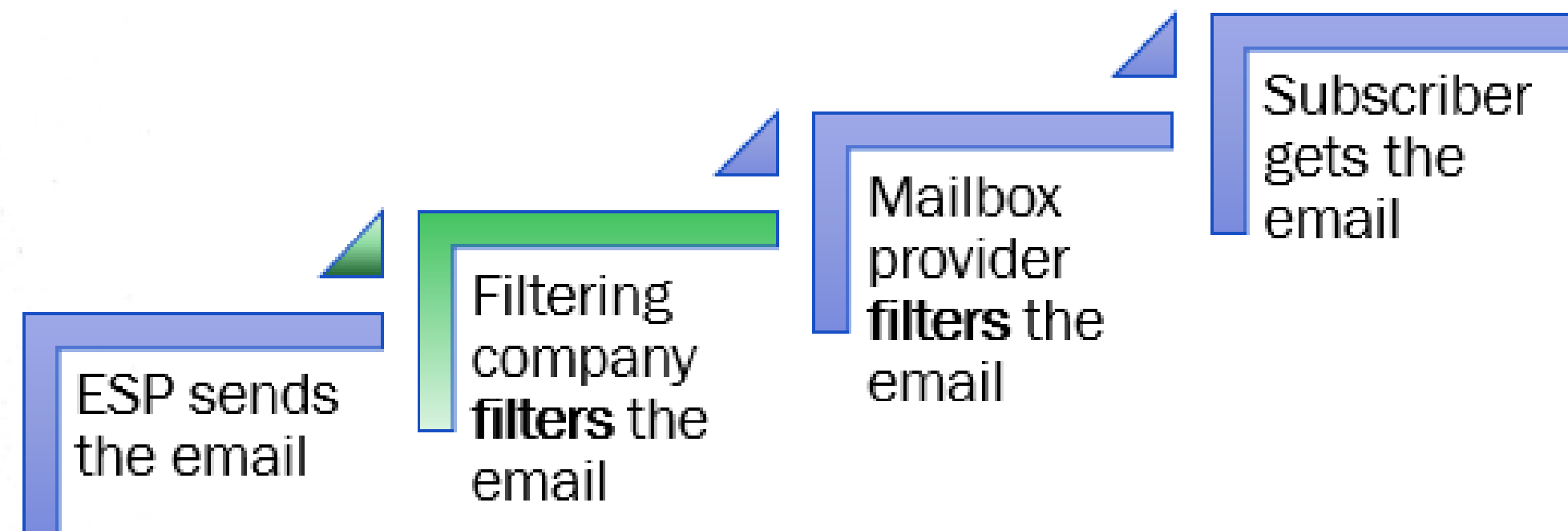
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# Hosting & Filtering Companies

Many businesses will use a hosting company to provide their email infrastructure, along with a third-party filtering solution.

Both play a role in determining whether email gets delivered to the inbox, effectively giving senders two sets of hoops to jump through.





# Examples

## Email Service Providers

Amazon SES

Sparkpost

SendGrid

Salesforce Marketing Cloud

Marketo

## Commercial Mailbox Providers

Gmail

AOL

Yahoo

Hotmail

Outlook

## Business Mailbox Providers

Office 365

Google Apps

GoDaddy

Rackspace

Yandex

## Filtering Companies

Proofpoint

Mimecast

Barracuda

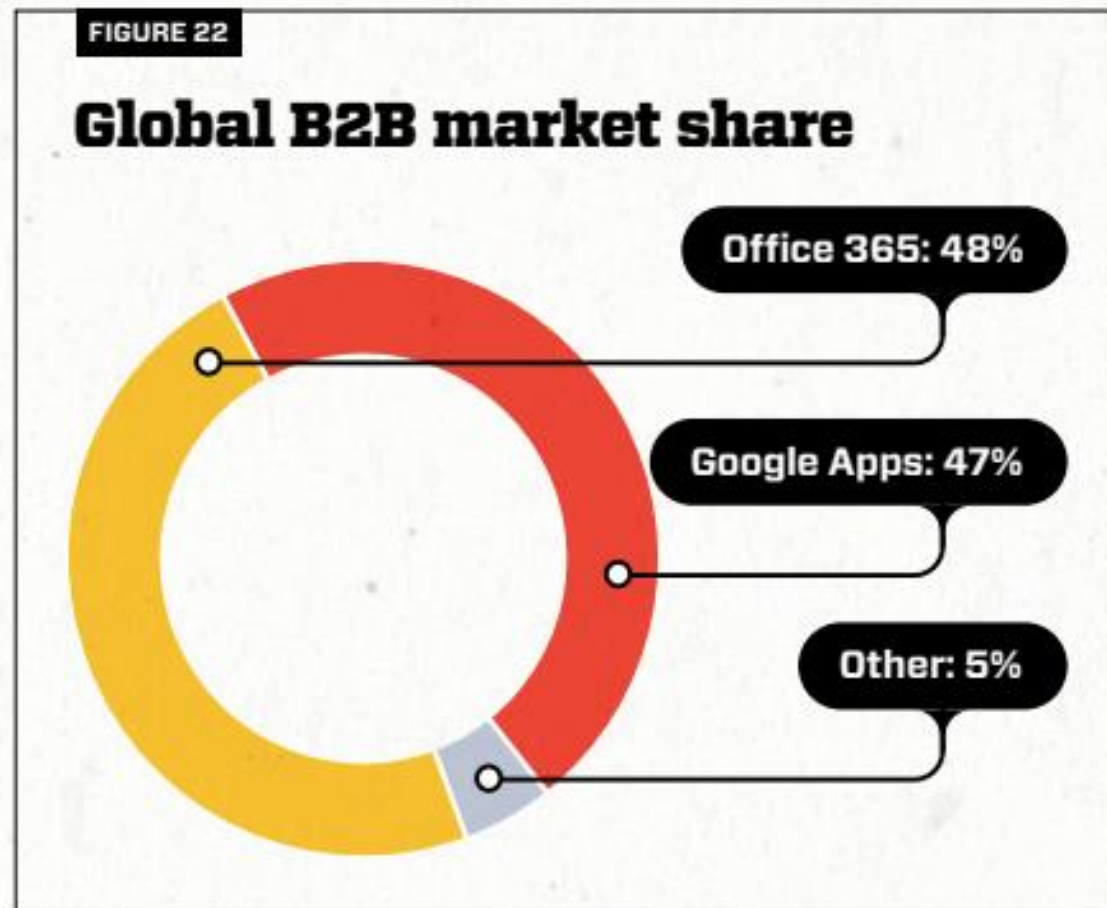
Cloudmark

Symantec

# Global Hosting Companies

## Global hosting companies

The global B2B market share breakdown (Figure 22) is not dissimilar to how MAGY dominates B2C. Ninety-five percent of all marketing emails sent go to addresses hosted by either Google Workspace or Microsoft Office 365.

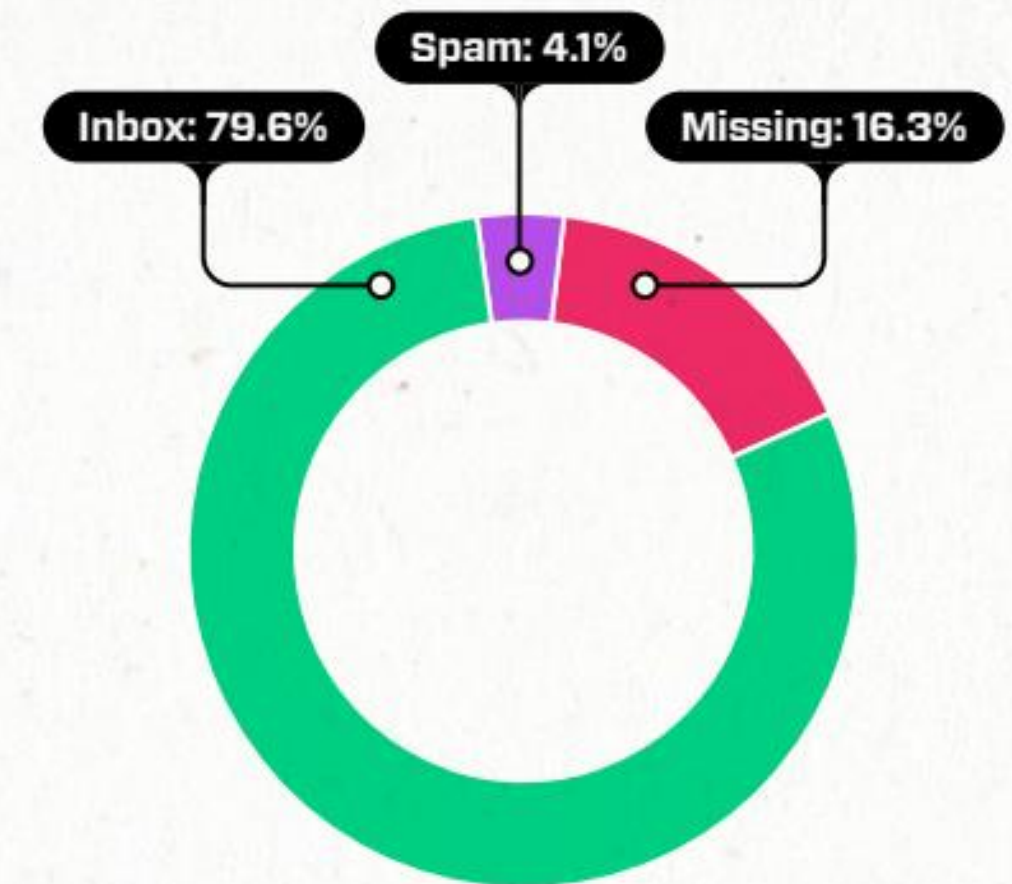


Inbox placement rates for B2B senders are lower than for B2C—and missing rates are substantially higher. This is likely because while the filtering processes used by Google Workspace and Microsoft Office 365 are similar to those used by their B2C counterparts, many businesses are also using a third-party filtering solution, which complicates deliverability (more on this later).

Additionally, B2B acquisition practices are generally weaker—even in countries where new-generation privacy laws are already effective. Factors such as weaker consent, lower data quality, and less-sophisticated targeting and segmentation all contribute to poor deliverability.

**FIGURE 23**

## DELIVERABILITY PERFORMANCE: Global Hosting



# Examples

## Email Service Providers

Amazon SES

Sparkpost

SendGrid

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Marketo

## Commercial Mailbox Providers

Gmail

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Outlook

## Business Mailbox Providers

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Google Apps

GoDaddy

Rackspace

Yandex

## Filtering Companies

Proofpoint

Mimecast

Barracuda

Cloudmark

Symantec



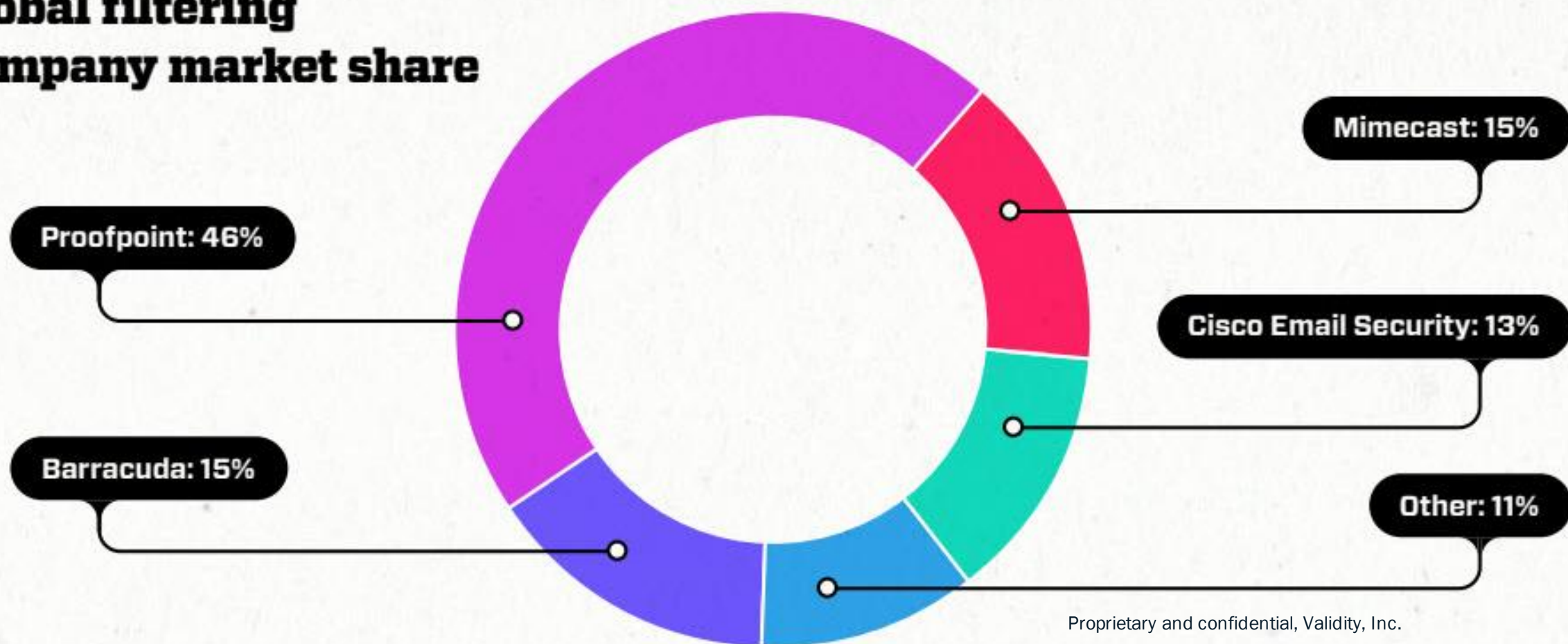
## Global filtering companies

The global filtering landscape (Figure 24) is dominated by Proofpoint (46 percent). Proofpoint's email protection product suite protects end users from spam, malware, and phishing attacks. All incoming mail is scanned for potential threats and assigned a spam score. Administrators can set the action taken when emails exceed this threshold.

Another 50 percent of the filtering market is shared almost equally between Cisco, Barracuda, and Mimecast. Overall IPRs for filtering solutions are similar to the global averages shown earlier in this report.

FIGURE 24

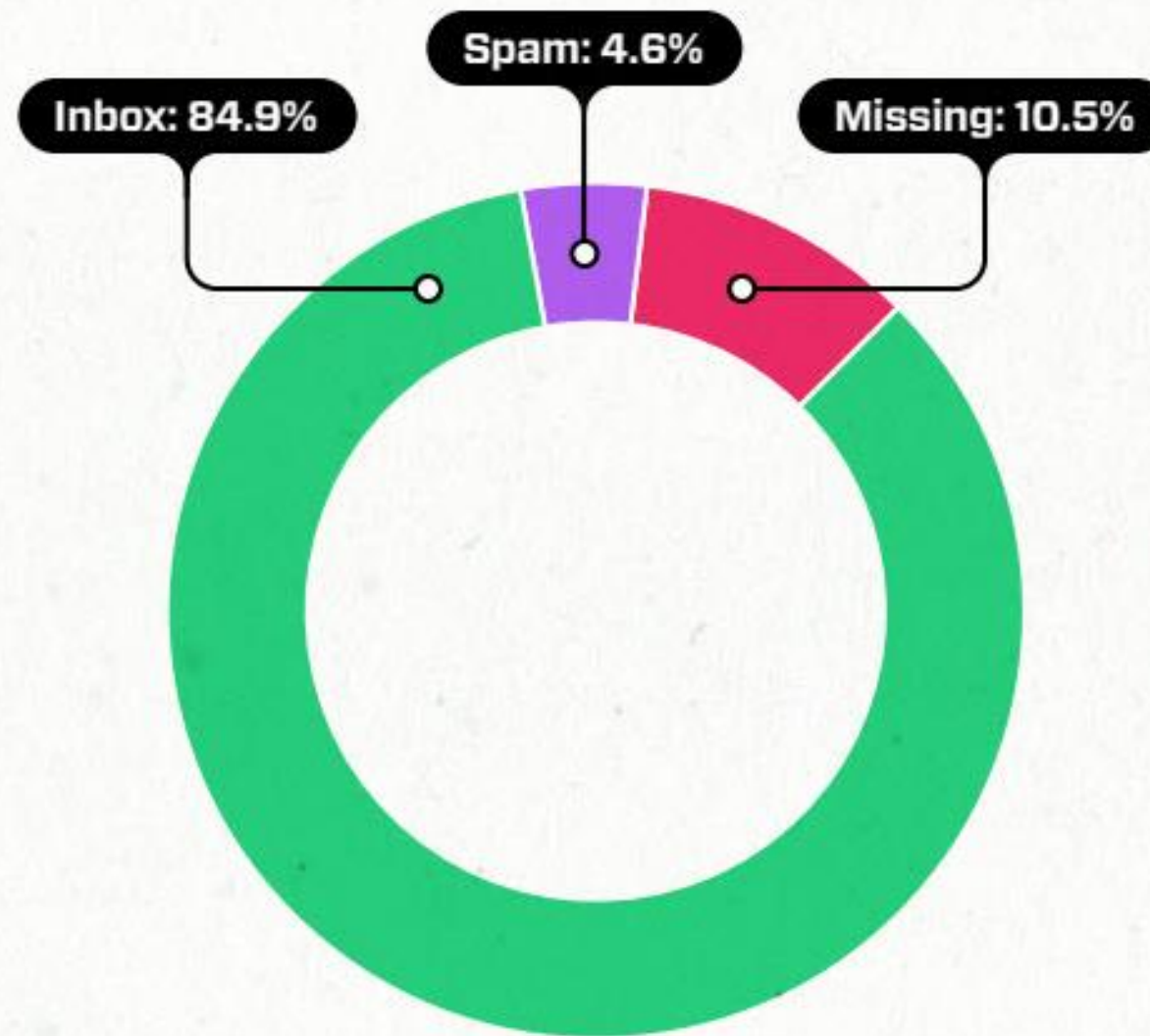
## Global filtering company market share



Proprietary and confidential, Validity, Inc.

FIGURE 25

## DELIVERABILITY PERFORMANCE: Global Filtering



All the major spam filtering solutions use numerous layers of threat detection techniques to identify spam and other harmful messages. These include use of blocklists, reputation monitoring, and content analysis, as well as sophisticated tactics such as heuristics, Bayesian analysis, and—increasingly—use of artificial intelligence.



# Shared IPs

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# Who Wants to Share?

A dedicated IP strategy is not always the best option for email senders. For some, a shared IP strategy may be the best - or only option for their email program.

- **Low volume/sporadic senders.** Shared IPs do not require the same minimum volume considerations and mailing patterns as dedicated IPs to build/maintain reputation.
- **Low or emerging reputation.** Shared IPs offer poor/moderate or new senders a lift in reputation due to a "halo effect" from senders in the group with better/more established reputations.
- **ESP Partnership.** Some ESPs only use a shared group of IP address for their customers. Senders working with a shared-IP only ESP must use that configuration or change ESPs.



**SHARING**  
It's not for everyone

# Shared IP Challenges



- Customers on shared IPs / who are B2B find it difficult to get insight or actionable metrics for their IP health and deliverability performance.
- Ability to identify/confirm shared vs dedicated IP use for prospects makes it difficult to effectively set expectations around data availability/value.
- Majority of collateral (demos, training videos, onboarding) leans toward dedicated IP / B2B customers; customers aren't able to "self-serve" troubleshooting their deliverability issues.
- Customer expectations about Everest capabilities are not met.
- Increase in support tickets, decrease in customer satisfaction, leading to increased risk of churn.





# Talking Points

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# Talking Points – Everest Benefits

## Shared IP Senders

- Focus on domain reputation insight
  - Blocklist monitoring for domains
  - Spam trap trends
  - Google Postmaster Tools
- All the other standard benefits of Everest:
  - List Validation
  - Design & Content testing
  - Competitive Intel
  - Inbox Placement insight
  - Engagement monitoring
  - Infrastructure/DMARC monitoring
  - Reporting/Alerting
  - Support/Education

## B2B Senders

- Inbox placement insight – 18 major hosting & filtering companies
  - Office 365
  - Google Apps
  - Mimecast
  - Barracuda
  - And more!
- Analysis of your current subscriber list to better understand what companies on your list are using to filter incoming mail



Any  
Questions?

