

Ice Breaker

**How are you currently monitoring
outbound deliverability**

 Apollo.io

Today's agenda

1. **Housekeeping** (Do these things first)

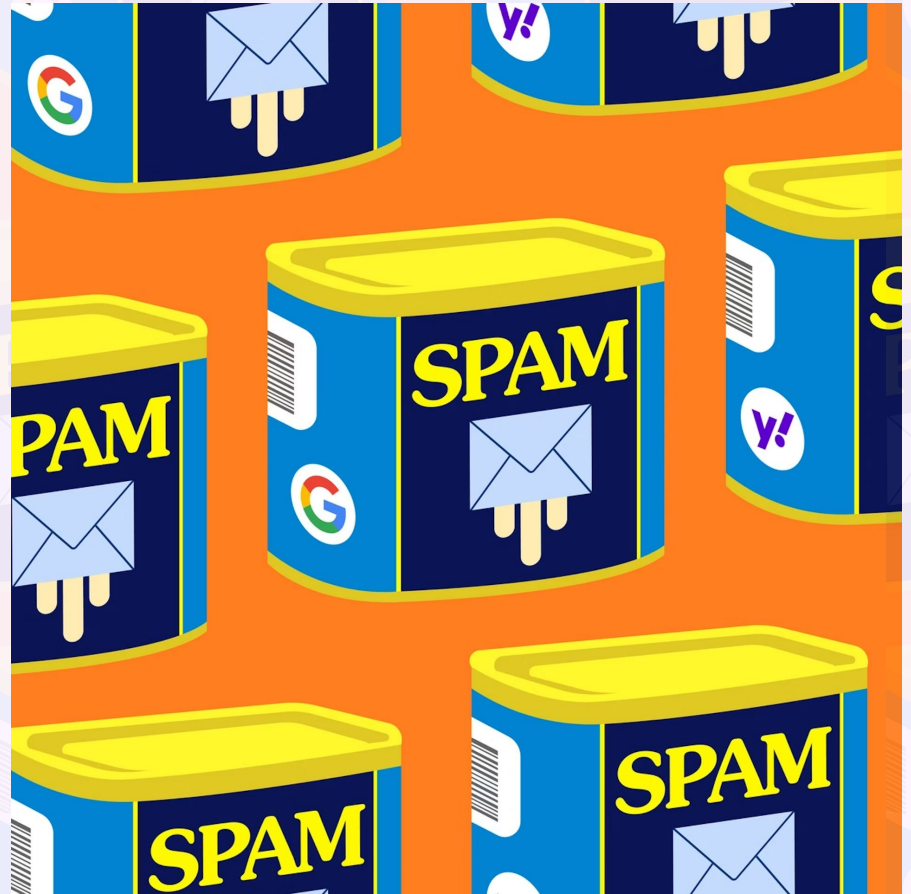
2. **Meet the hosts** James A. O'Sullivan & Cole D'Ambra

3. **7 Steps of Mastering Deliverability**

4. **How to implement steps in Apollo**

5. **Q&A**

7 Ways To Avoid the Spam Folder





The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

AUTODESK stripe DocuSign RIPPLING

The screenshot displays the Apollo.io interface with a contact card for Alissa Jones, VP of Sales at Dropbox. The contact card includes her profile picture, name, title, location, and social media links (Email, LinkedIn, and a green 'Excellent' badge). A blue 'Add to sequence' button is visible below the contact information.

Below the contact card, a sequence of outreach steps is shown for Alissa Jones:

- Day 1:** Automatic Email (A/B Test)
- Day 3:** Phone Call (View AI Summary)
- Day 5:** Connect (Send LinkedIn Request)

An AI email assistant message is displayed below the sequence:

AI email assistant

Hi Alissa,
Glad to connect. Looks like you're growing the account management team quite a bit right now. Let's find some time to talk about your goals and how our platform scales, sharing a few times below...

The background of the screenshot shows a list of companies with their logos and employee counts:

- Dropbox:** Information Technology & Services, 10 employees
- Google:** Information Technology & Services, 100 employees
- Spotify:** Music, 15,000 employees
- Hubspot:** Information Technology & Services, 9,500 employees



Housekeeping

1

2

3

Get Your Recording

You'll get a recording of today's session.
Check your email within 48h

No Questions in the Chat

Type your questions into the "Questions Box"
and not the "Chat Box".

No Spam in Chat!!!

We will boot you and ban
you from future webinars forever

No spam, please.

(This includes dropping your LinkedIn.
You can connect in our Sales Community.)

Please don't be rude!

Really.

We will delete messages and ban offenders at our discretion.



 Apollo.io

Join The Apollo Community in Slack!



Scan to join the Community, or join through
apollo.io/community!





Apollo.io

Today's agenda

1. Housekeeping (Do these things first)
2. Meet the host James A. O'Sullivan
3. Setting up for 2024
4. Q&A

⌵

Chat Messages Docs Q&A

- 5 Best Sales Sequences - Webinar Slides
Click to open
- Sales Sequences Resource Kit
Click to open
- Join the Apollo Sales Slack Community
Click to open

If you are on mobile,
scroll down!

1: The Truth About
Outbound Sales

2: Prospecting

3: Cold Emailing

4: Cold Calling

5: Social Selling

6: Multichannel Outreach

• **7: Email Deliverability**

One simple email rule

Protect your domain

Google & Yahoo requirements

Deliverability best practices

Relevancy = reach

Monitoring your deliverability

5 myths, debunked

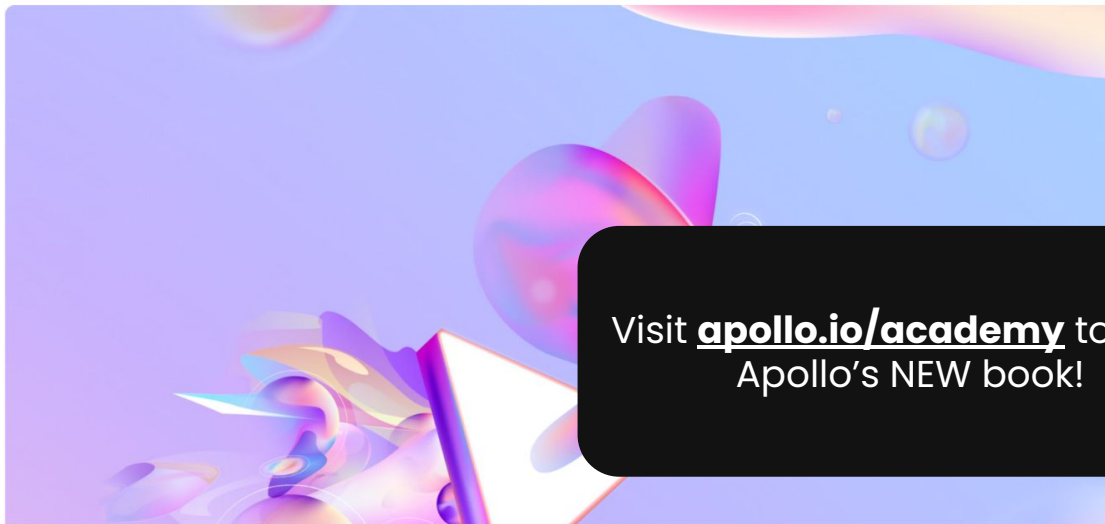
8: Growing Your Sales Team

Glossary

Resource Kit

Email Deliverability 07

29 MINUTE READ



Visit apollo.io/academy to read
Apollo's NEW book!

Speakers



**James
O'Sullivan**

Apollo Academy Instructor



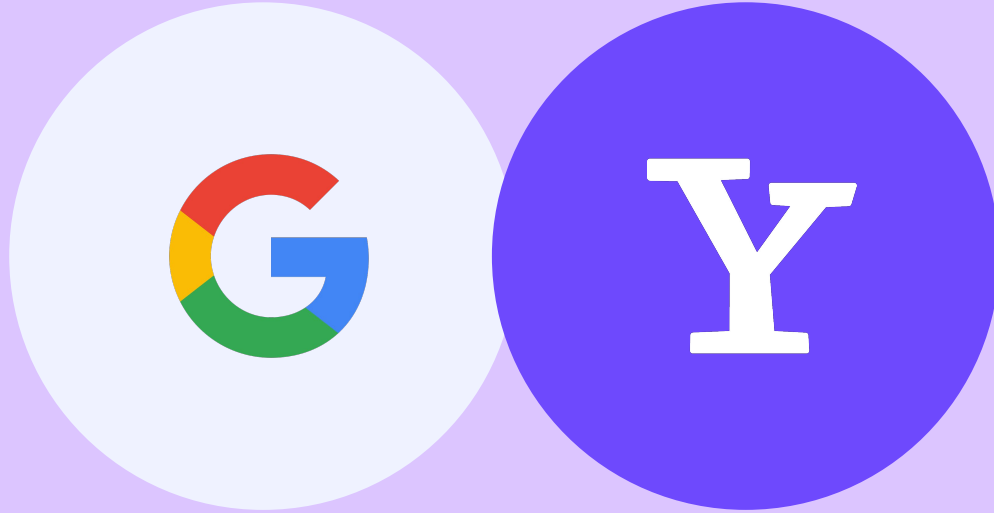
**Cole
D'Ambra**

Head of Marketing Automation

@ Apollo



Important Updates as of June 2024





Additional Requirements for Bulk Senders



Email authentication

(SPF + DKIM + DMARC)



Spam rate < 0.3%

(but ideally < 0.1%)

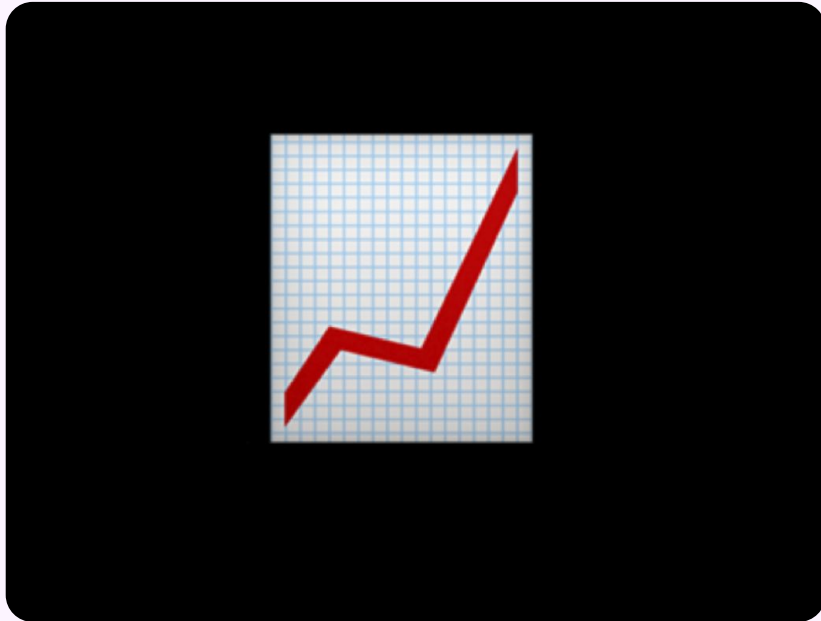


One-click unsubscribe





Number of outbound
emails being sent



Number of them getting
in the inbox

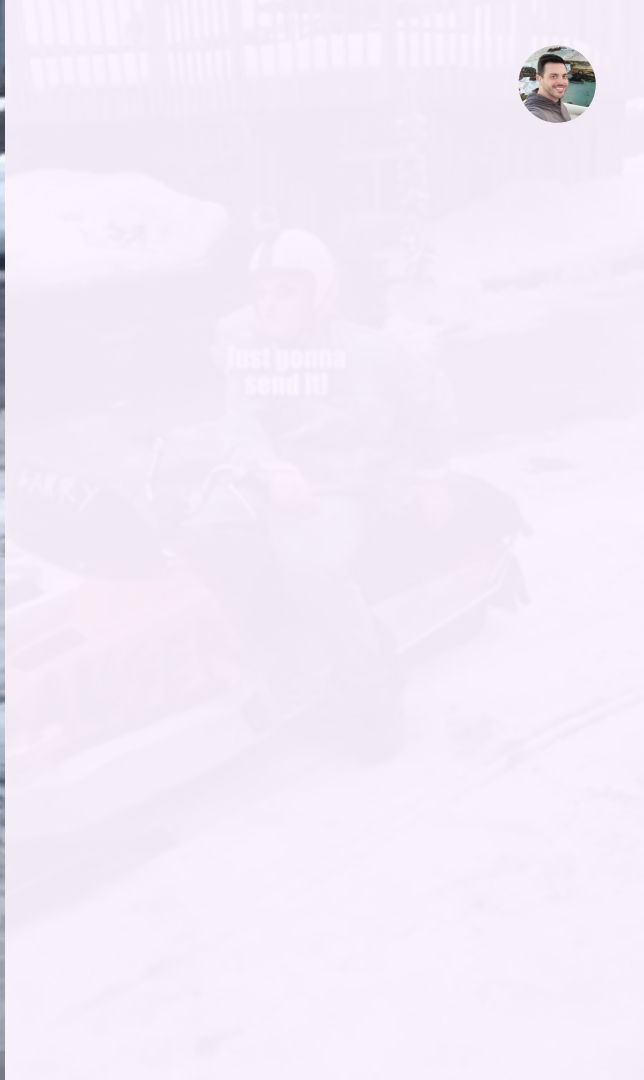




Just gonna
send it!



Just gonna
send it!

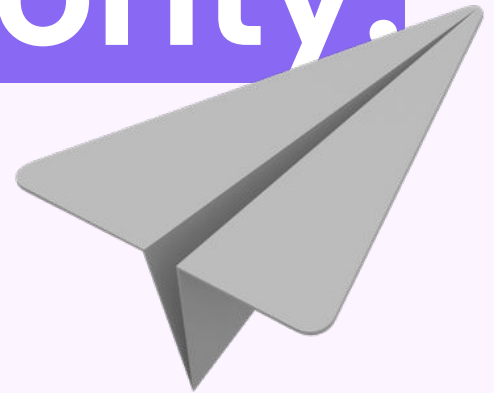


Just gonna
send it!





If you send outbound emails, deliverability is your **#1 priority.**





Let's get into it





7 Steps to Success

1

Configure domain

2

Build maturity to warm & ramp your inboxes

3

Configure your inbox & set limits like a human

4

Subdomain tracking

5

Using Verified emails

6

Creating multiple variations

7

Get feedback and optimize





Step 1

Configure domains...correctly





SPF

DKIM

DMARC

**Where you're
coming from**

Who you are

**What you're doing
with imposters**







Confused yet?

No need to be! You've got help.







Configure domain authentication

Domain authentication is critical to ensuring deliverability. Failing to configure these may put your emails at risk of being labeled as spam.

Please note that changes may take up to 24 hours to take effect.

 [Run Diagnostics](#)

Domain attribute	Status
SPF	 Good
DMARC 	 Good
DKIM	 Good

How to configure domain attributes?

[Show instructions](#) 



Step 2

Build maturity to warm
& ramp your inboxes





Don't start sending
outbound emails on
Day 1



New domains:

30 days

New inboxes:

14 days (while the domain is maturing)

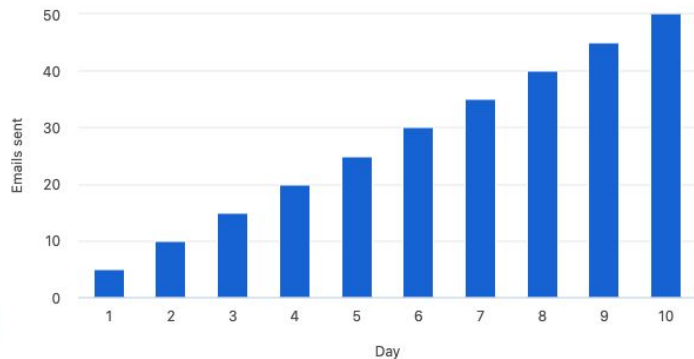


✉ Start ramp up for chloe.taylor@apollo.io? ✕

⚠ If your mailbox is already at high level of traffic, starting a new ramp up will reduce the emails for the next 2 weeks as we ramp it up again.

You're about to start a ramp up. 2 active sequences are sending emails from this mailbox.

As this process involves a gradual increase of sending emails to create a healthy mailbox reputation, please note that certain emails in existing sequences from this mailbox may be delayed.



Cancel

Next: set thresholds



There are pros and cons to each approach

	Human-led warm up	Bot-driven warm up
Pros	Generates genuine engagement signals, and thus is fully compliant with sender policies	Quick improvements are possible with less effort
Cons	Slower, requires more effort and real audiences	Higher scrutiny from mailbox providers, who actively have systems in place to detect bot warmup activity





**Goals: Ramp up to 50 emails
per day per inbox**

30%+ Open Rates
5%+ Reply Rates
2.5%+ Interested Rates





Step 3

Configure your inbox &
set limits like a human





**Keep spam
rate under 0.1%**

Spam rate

=

% emails marked as spam

emails sent

Calculated daily

1 person who reports your email as spam for every 1000 emails you send to Google/Yahoo personal inboxes





If you send large amounts of email, we recommend you:

- Send email at a consistent rate. Avoid sending email in bursts.
- Avoid introducing sudden volume spikes if you do not have a history of sending large volumes. For example, immediately doubling previously sent volumes suddenly could result in rate limiting or reputation drops.
- Frequency of sending email: You can increase the sending volume more quickly when you send daily instead of weekly.





Human

Mailbox Settings

Sending limits



Sending 200+ emails per day may impact deliverability

To maintain domain health, please follow the recommendations below and link more mailboxes to increase sending capacity.

[Learn more.](#)

Use Apollo's recommended sending limits to ensure efficiency and avoid suspension or limitations from your email service provider.

Emails sent per day (24-hour-period) ⓘ

25

Recommended daily limit: 50, or 50+ if you're sending campaigns with a > 5% reply rate and have a high domain reputation.

Email sent per hour (optional) ⓘ

6

Recommended hourly limit: 6 emails.

Delay sent between emails in seconds (optional) ⓘ

600

Recommended delay: 600 sec. The current delay will allow you to send at most 6 emails/hour.

Save changes

[Reset to default](#)

SPAM Bot

Mailbox Settings

Sending limits



Sending 200+ emails per day may impact deliverability

To maintain domain health, please follow the recommendations below and link more mailboxes to increase sending capacity.

[Learn more.](#)

Use Apollo's recommended sending limits to ensure efficiency and avoid suspension or limitations from your email service provider.

Emails sent per day (24-hour-period) ⓘ

500

Recommended daily limit: 50, or 50+ if you're sending campaigns with a > 5% reply rate and have a high domain reputation.

Email sent per hour (optional) ⓘ

Recommended hourly limit: 6 emails.

Delay between emails in seconds (optional) ⓘ

Save changes

[Reset to default](#)





Easy opt-out example

Are you interested in discussing how we can collaborate? You can book a meeting with me [here](#).

Best,
Daryna

-

Daryna Desiateryk
Partnership Manager
[Coupler.io](#) | [Railsware](#)

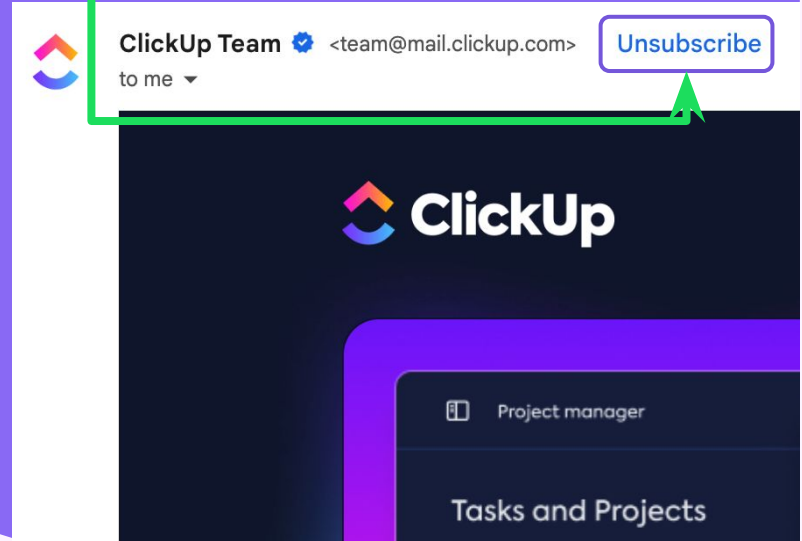


[Click here to unsubscribe](#)





One-click unsubscribe





Step 4

Subdomain tracking



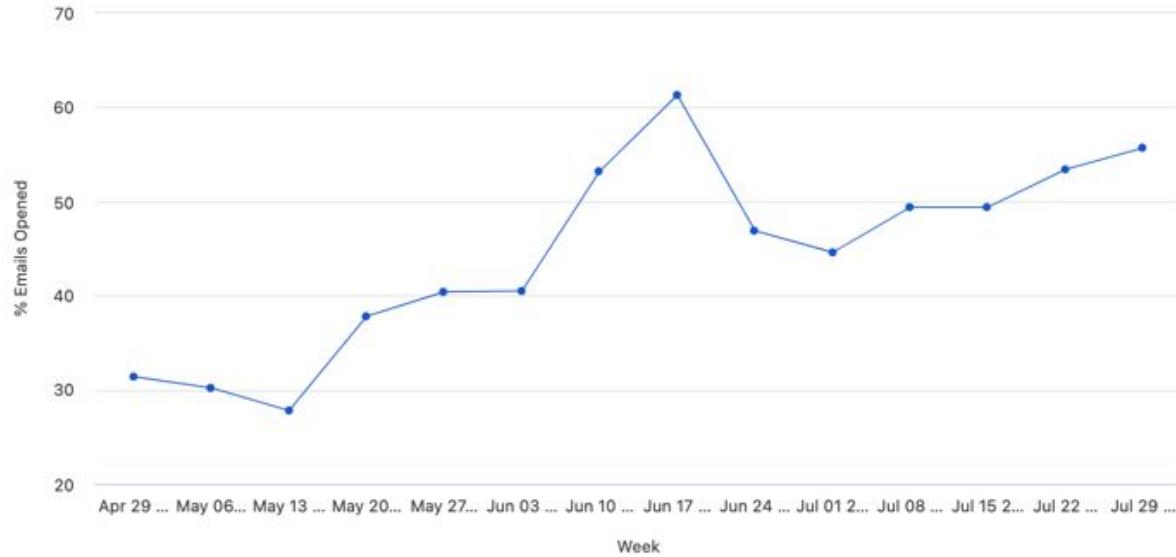


What is it?





Is this really needed?



Open rates



Setup new subdomain for tracking

The screenshot shows the Apollo CRM interface with a 'New Subdomain' dialog box open. The background is dimmed, showing a sidebar with 'Settings' and 'Tracking subdomains' selected, and a main content area with a search bar and 'Invite Teammates' button. The dialog box has a title bar with a close button (X) and contains the following text:

New Subdomain

Step 1
Set up your own custom tracking subdomain. To complete [this step](#), you need access to your company's hosting service (e.g. AWS, GoDaddy etc.). Please read this [Support Article](#) for detailed instructions on how to set this up.

Step 2
Add the domain from the previous step here:

Domain:

[Create](#)



Step 5

Send to great contacts







Find and use verified emails

Email Status



Safe to send

-  Likely to engage
-  Verified

Send with caution

-  Unverified

Do not send

-  Update required
-  Unavailable





Don't email people who have bounced or been spam blocked

Filters Type: All 287.241M records found Apply Filters

Pinned Filters

- # Employees by Dept.
- Lists
- Persona
- Email Status
- Job Titles
- Company
- Location
- # Employees
- Industry & Keywords
- Buying Intent
- Scores
- Owner
- Territories
- Technologies
- Revenue
- Funding
- Job Postings
- Signals

Person Info

- Name
- Time Zone
- Total Years of Experience
- Job Change
- Time in Current Role

Company Info

- SIC Codes
- Headcount Growth
- Founded Year
- Languages
- Retail Locations
- News

Engagement Activity

- Last Activity
- Email Sent
- Email Clicked
- Email Replied
- Email Meeting Set
- Email Bounced
- Email Unsubscribed
- Email Spamblocked
- Email Auto Responder
- Conversation Recording
- Conversation Tracker Keywords

Created Source

- Source
- Contact CSV Import
- Contact Data Request
- Contact Created Date
- Date Refreshed in Apollo
- Phone Status/Confidence
- Salesforce View
- Parent Accounts
- Synced to Salesforce
- Stage
- Custom Fields

Email Bounced ⓘ × 1

Yes

No

Email Unsubscribed ⓘ × 1

Email Spamblocked ⓘ × 1





Build tight lists and amazing sequences that feel personalized, even if done at scale

The screenshot shows a LinkedIn search interface for a 'New Persona'. The search criteria are as follows:

- Persona Name:** Mid-Market NAMER Tech Sales Director+
- Search Method:** Is any of (with a search box for job titles), Is not any of, Include past job titles
- Search Type:** Boolean Search, Is known, Is unknown
- Management Level:** Director x, Head x, Vp x, C suite x
- Departments & Job Function:** sales x
- Industry & Keywords:** Industry: computer-software x

The results section shows 11,014 records found. The top results are:

- Donald McKelvey**: Director Channel Sales - North East Region, United States. Company: TPX
- Erik Scoralick**: Director, Sales Engineering, Dallas, United States. Company: D
- Ryan Murphy**: Director of Sales, Cleveland, United States. Company: usps
- Eli Jenkins**: Director of Channel Sales, High Point, United States. Company: CRAN
- Mariia Dobrovol'ska**: Head Of Sales Operations, Toronto, Canada. Company: CT
- Keri Bolding**: SVP of Global Channel Sales & Distribution, Greenville, United States. Company: inseegeo
- Christine Camp**: Vice President Worldwide Channel Sales, San Francisco, United States. Company: EH





Step 6

Creating multiple variations





What human sends
50 identical emails
per day?





Create **variations**
per sequence
step





Use AI to brainstorm variations

1



Day 4: Automatic email

- Active - Paused - Not sent - Bounced - Finished



A New Thread

Help with your website conversion?



B New Thread

I'll tell you the secret to skyrocketing site conversion



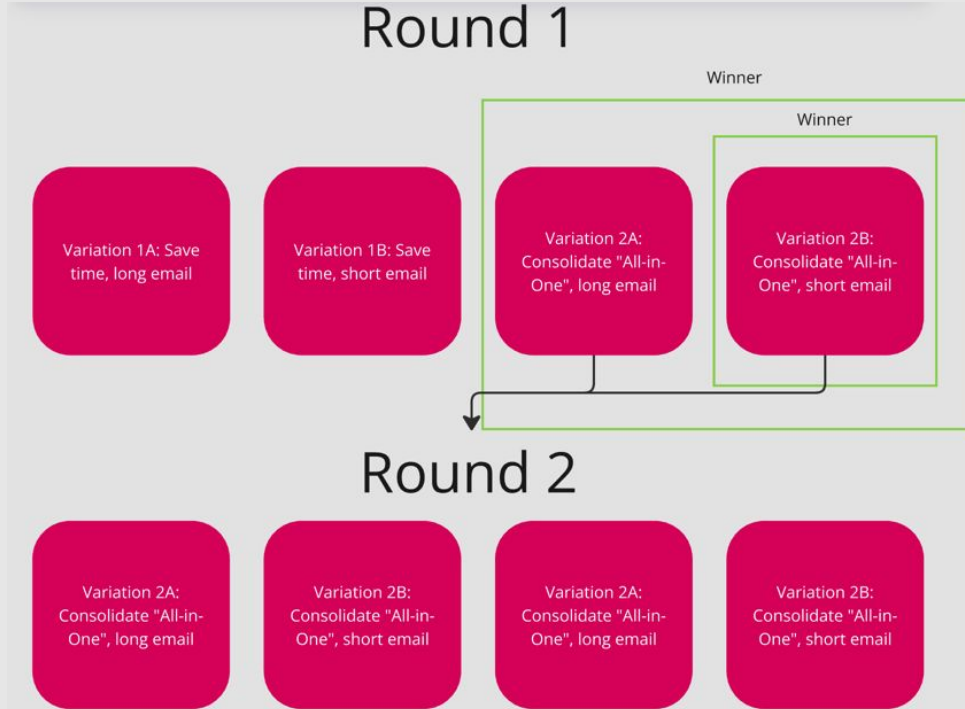
C New Thread

Struggling with Website Conversions?

Add A/B Test



ABT = Always Be Testing





Step 7

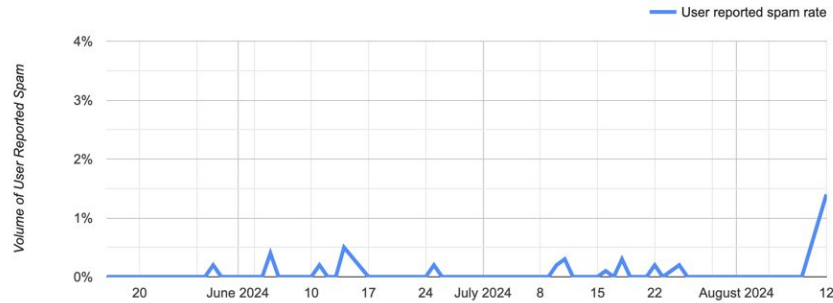
Get feedback and optimize





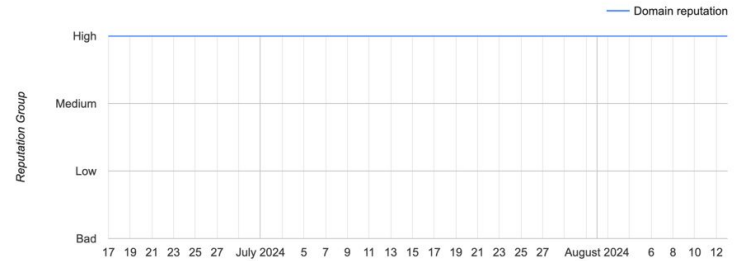
Stay ahead of issues as much as possible

User Reported Spam [?]



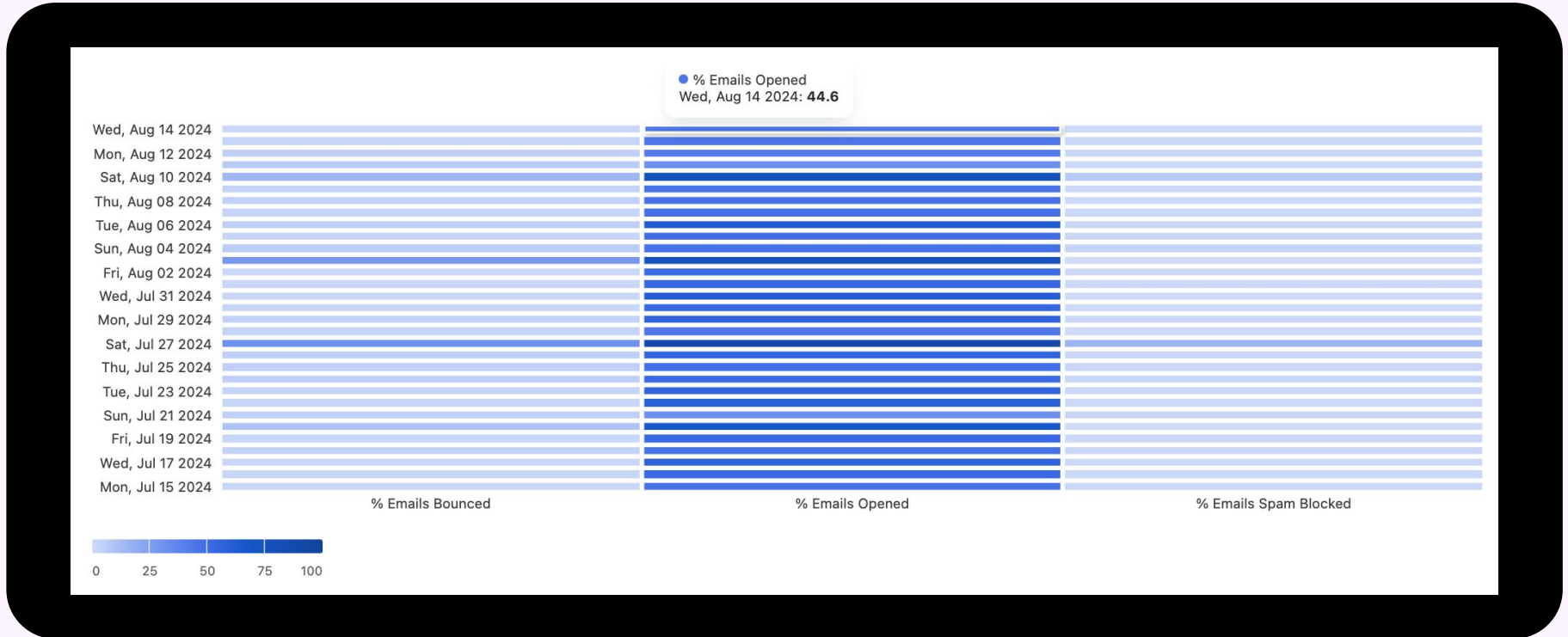
postmaster.google.com

Domain Reputation [?]



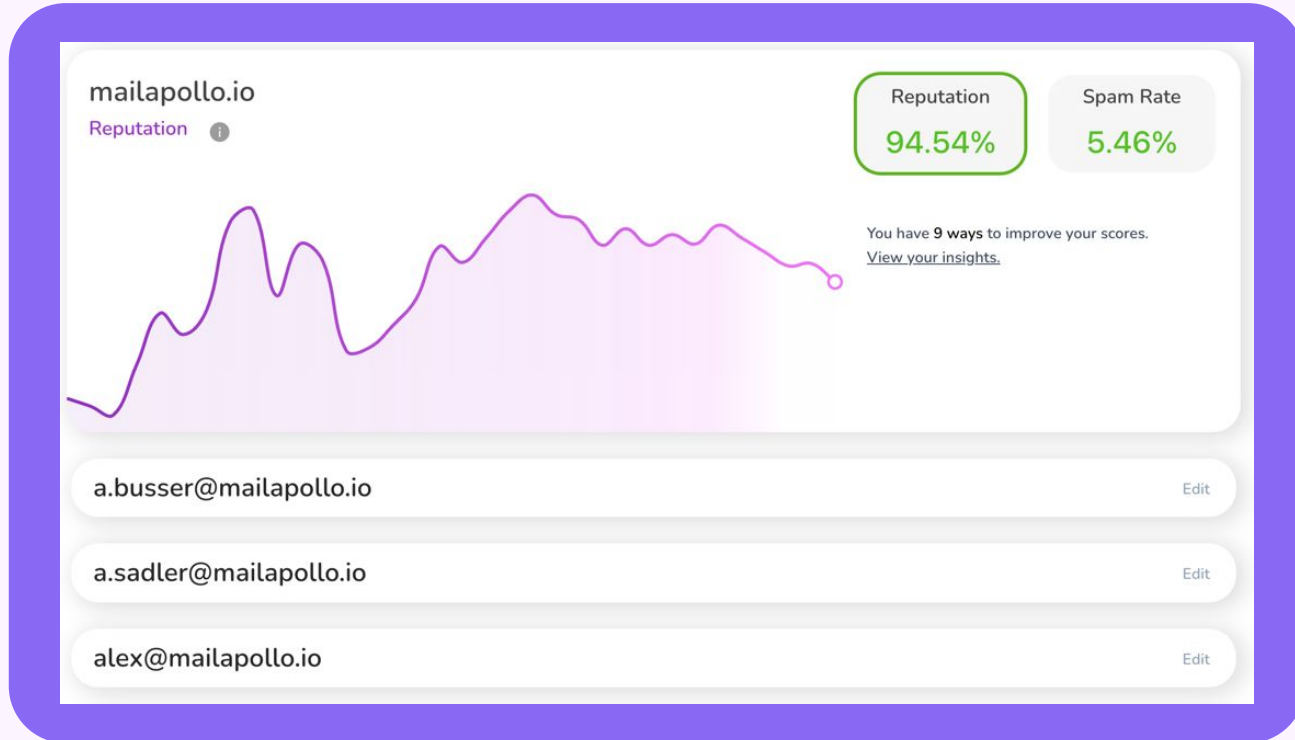


Watch open rates like a hawk





Optional: Use a 3rd party



Let's do it in Apollo!

What we'll cover:

***NEW* Inbox ramp up**

Configure domain

Subdomain tracking

Mailbox limits

Verified emails / Clean Data

Deliverability score



Q&A



Want to speak to Apollo's Sales Team?

(about a Professional or Custom Plan)

Request a Demo

Want more training?
Check out the Academy

Thank you

We'd love to hear your feedback!

Follow us on

