

# Marketing Rockstar's Guide to Marketo

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# Chapter 1. Email Reputation Management

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How do I get into my  
prospect's inbox?

## Overview

The internet has a wealth of information on this topic ranging from email deliverability, reputation management, data cleanliness, spam filtering, email formatting, etc.

What you want to know is how do you manage all of these factors using Marketo. I am here to help. In this large section, we will cover as many aspects of reaching your audience via email as possible. In this Guide, we will refer to many of these topics when discussing How to Build Email Templates, How to Manage Your Database, Building House Smart Lists, and How to Run a Nurturing Campaign. As you can tell, email reputation is a central topic to using Marketo effectively to deliver revenue for your firm, while providing value to your customers.

There are three major components to building a good email reputation.

1. Create amazing content: invitations, calls-to-action that people want.
2. Only send emails to people who opted-in. Write and adhere to a clear subscription management process which everyone—including Sales—follows rigorously. Make this policy clear to your customers on every message and on your website.
3. Manage the technical side with automated cleaning alongside regular monitoring. Managing your system includes technical setup, monitoring deliverability by channel, and cleaning your data regularly.

Ah, but how do you do that? In this chapter we will go through how Marketo can be used to get closer to email deliverability nirvana. Ultimately, reputation management comes down to the Golden Rule. Ask the following questions for every email:



**Note:** if you ever say “No” to any of these questions, go back to the white board.

“Would you want someone to send this to you in the same situation?”

“Would you open this if it were sent to you?”

“Would I opt-in to this email if asked?”

“Would I like it if someone did not allow me to opt-in or opt-out?”

## Creating Great Content

This guide is not meant to help you write well. (Sorry!) But I do want to point out what you can do to get in someone's inbox, get your target to open the email, and then to click on the link. There is quite a bit of data out there on this, including in your own system. In fact, use Marketo's reports to check your own data first. Each firm has its own voice and segmented audiences who react slightly differently to copy, timing, and layout. The summary of

timing and copy below is meant to point out ideas for testing. Of course, if you are happy with what you are doing, skip to the next section.

According to [HubSpot's Science of Email Marketing](#) data (and yes, that URL is misspelled by them), the most clicked on subject lines contained the following words. And I bet we have all used them in emails.

Type of Email	Most Clicked Subject Lines	Least Clicked
Nurturing	Secrets, e-sales, awesome	Evaluation, soon, administration
All Emails	Posts, jobs, survey	

[Abuse, or spam flagged words](#) included “confirm”, “features,” “upgrade,” and “offer.” The message here is to be helpful up front, especially as filtering and mobile viewers become predominant. To avoid spam filters, use spam words sparingly or not at all. As [ReturnPath notes](#), focus on your marketing first, then test your email in a service such as [SpamAssassin](#).

Additional tips include making your copy and design passionate, personal, and exclusive. Leverage Cialdini's [Influence!](#) The data shows that using these factors in both copy and layout will increase your Opens and CTR.

In spite of the difficulties with images and html in email viewers, HubSpot reports 65% of survey respondents want visual emails. Further data shows more links are better, even if you only have one CTA. I believe this is because people want to see more information on your firm or request, even if they don't click on all of the links.

### Share Content at the Right Times

In terms of timing, your newest subscribers are best, just as calling a lead back in less than an hour makes a huge difference in closing a deal later. HubSpot's data also is showing new trends in open rates on the weekends and higher unsubscribe rates on Tuesdays. This data seems to indicate the Tuesday, Wednesday, Thursday routine is breaking down with people cleaning up email on Tuesdays, while taking the time to read your content after work. The data also shows early morning emails are better at attracting attention from commuters.

\*I know this is a Marketo User Guide. HubSpot produces some amazingly valuable content that is intended for helpfulness and for sharing. Take some lesson from their team and then leverage Marketo for results.

## Email Reputation Management

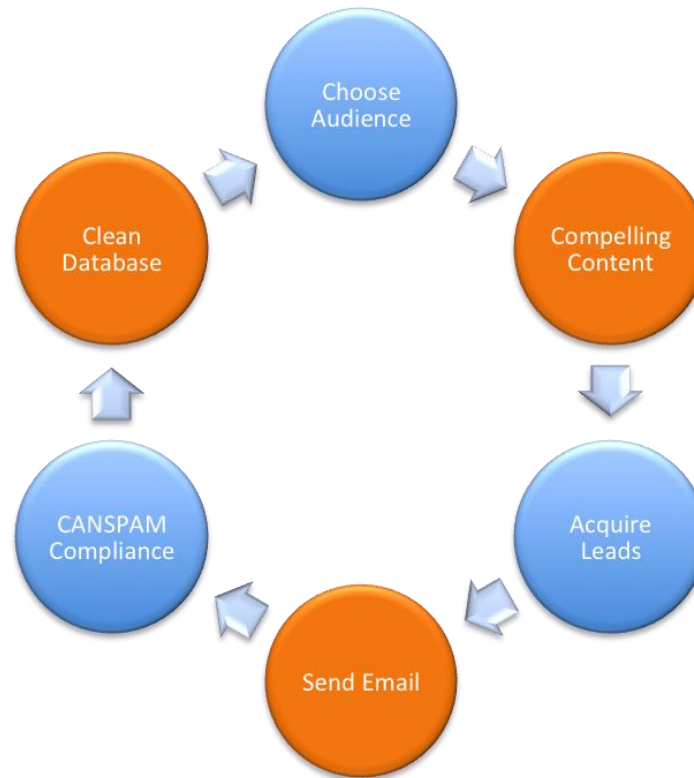
### Easy Email Reputation Checklist

#### Easy Email Reputation Checklist

- SPF and DKIM are setup at the integration stage.
- From address is from a valid domain from Step 1. Make sure this is an alias or box you have proxy control over.
- Use [Marketo's Email Checklist](#) while building your templates.
- When building email templates, use a spam and viewing checker to verify your code is up to snuff: [EmailOnAcid](#), [Litmus.com](#), [Mailchimp](#) (paid), [ReturnPath](#), or IBM Deliverability package.
- Avoid common spam words and sales-y content. Here are two recommended lists.
  - [Sendblaster's List](#)
  - [Mannix Marketing](#)
- Subject line avoids non-alpha characters, ALL CAPS
- No rich media or scripting
- Limited images. Be sure to include ALT and Description tags to ensure people who block images in their email viewer can read what you intended.
- No hidden font colors such as White, Red, or Gray.
- Avoid too many font size changes or large fonts.
- Manage your database to clean out hard bounces, multiple bounces, and spam traps regularly.

#### The Deliverability Circle

The Deliverability Circle is how you build and maintain a reputation online. It is a high level view of what happens. Like any reputational system, it is a virtuous (or bad) spiral up or down.



The Circle can be maintained by a few key steps that go deeper into the operational nature of sending email.

#### Step 1: Acquire Leads

These must be opt-in leads directly to your database or owned lists. Third party lists do not count. Remember, unsolicited email is against Marketo's policies and many laws.

Your landing pages and forms should identify your company, brand, or business unit along with the expectations for the form. If your page is about downloading that amazing white paper, then your form should make that clear. Your copy should say what will happen next, including if signing up will send the prospect an email or just to the next page. The form can offer an opt-in to communications, but do not assume they want to do so.

If someone is signing up for a newsletter or promotional email, do your best to set expectations on the frequency of the emails and what kind of content. If you can, post a link to an example.

#### Step 2: Proper Email Structure

Your emails should identify your firm, product line, or business unit with a consistent From/ReplyTo address and label, such as Josh Hill <marketo.guide@marketingrockstarguides.com> for any emails sent about the Marketo Guide.

One of Marketo's key features is the ability to track email link clicks to help you gauge engagement levels. If you can, add Branded Tracking Links [link] so spam filters see consistency between your domain and the links embedded in your email. (The reason is phishers will try to spoof domains, requiring inconsistency in domain links).

#### Step 3: Use smart lists to target the leads most likely to want your email.

Large generic email campaigns have lower deliverability and higher unsubscribe rates, which hurt your reputation. Send email to people who opted-in to a specific type of communication. If you invite people to an event, make sure you allow people to sign up for invitations and then target people in the geographic area who are interested in that topic.

#### Step 4: Send your email at the best times for your audience.

See the discussion above and the Email Timing section.

#### Step 5: Practice Good Data Cleanliness

Handle inactive, invalid, old, or bounced leads effectively using the techniques below. It is better to prune your database slightly now, rather than hurt the rest of your email ability later. More about managing bounces is below, however, you should already practice good Data Management.

## Technical Aspects of Reputation

As Stephen Covey says, first things first. The best way to stay ahead of the spam filters is to show them you are who you say you are.



Best Practice: Setup SPF, DKIM during Marketo integration steps.

## Know Your Email System

You should collect all the generic marketing email address details here. It is important to understand how your IT Department sets up the Email address on your server and how that will translate into the actual email other people see. Keep Track of Your Email Boxes and Check Them Daily

Ask these questions:

1. Who will have access to these email boxes?
2. Can I use any alias? Or just the subdomain alias?
3. What will external people see when I send email to them from this box?
4. Will received email be forwarded to a specific person?
5. Which boxes do I need?
6. Which boxes exist?

Email Box Name	Alias in Use	Postini Password	Purpose
Events	Events@subdomain.yourdomain.com events@news.yourdomain.com	XXXX	Event Registrations
Service	service@yourdomain.com		Service Requests
Webinars	webinars@yourdomain.com webinars@events.yourdomain.com		Webinar Invitations

## Managing Bad Emails in Marketo

The next step is to start managing bad emails in Marketo. You can use Marketo's automation flows and smart lists to quickly handle bad emails as they enter the system. Here are examples of "bad" email addresses:

- Competitor Email Domains (see handling data quality)
- Competitor Company Names
- Personal Email Domains: eg. Gmail.com, yahoo.com, etc...
- Spam Trap Email Addresses
- Invalid Emails
- Old Leads' Emails
- Hard Bounced Emails (which become Invalid)



Removing these names from your standard House Lists is pretty easy--let Marketo do it for you!

### Spam Traps

[Spam traps](#) are email addresses, inboxes, usernames, or aliases used by domain owners, postmasters, and ISPs as “honeypots” or as more generic inboxes. You may be familiar with some such as your own `sales@yourdomain.com` or `hello@mydomain.com`. Since many of these are posted on websites, spammers will use bots to collect these emails, then spam those boxes. Spam filters and domain owners catch emails sent to these boxes and treat them more harshly than other emails. ISPs are also known to use expired accounts to also filter potential spam. If your database has a lot of these addresses, your Sender Score will drop quickly if you keep sending mail to them. Take the time to remove spam traps because they are not serious leads. Anyone who puts in `sales@mydomain.com` to your landing page is not a serious lead.

If you are a marketer, you may manage the company's main or regional contact us email box. That box probably has a ton of spam even if you are using a spam filter. Likewise, a lead might use their firm's email box to sign up for your white paper since they don't want to receive your emails directly. (Especially if you are using JavaScript to force people to use a non-personal domain [link to section on that]). So let's add these accounts to our lists too.

Also see this [interesting discussion](#) about blocked domains and spam traps. You can find your spam traps with a quick smart list to be used as part of a trigger campaign.

### Personal Email Domains

According to [ReturnPath's December 2011 Study](#), Gmail's Priority Inbox is now used by 93% of Gmail users. That means only 8% of messages are marked as priority. If you are a marketer, it is very unlikely your email is marked as a priority if you sent it to a Gmail address. [ReturnPath's 2012 SenderScore Report](#) shows the top three ISPs (Gmail, Hotmail, and Yahoo) had an average inbox delivery rate of 79-89% if your email IP and domain had a 91-100 score.

Of course, if your deliverability is lower than the B2B average of 86%, you may consider excluding these leads if they do not have the other target demographic details your sales team wants.

As a B2B marketer, your goal is to reach people at businesses, so you already lowered a personal domain address in your priority list with Lead Scoring, right?

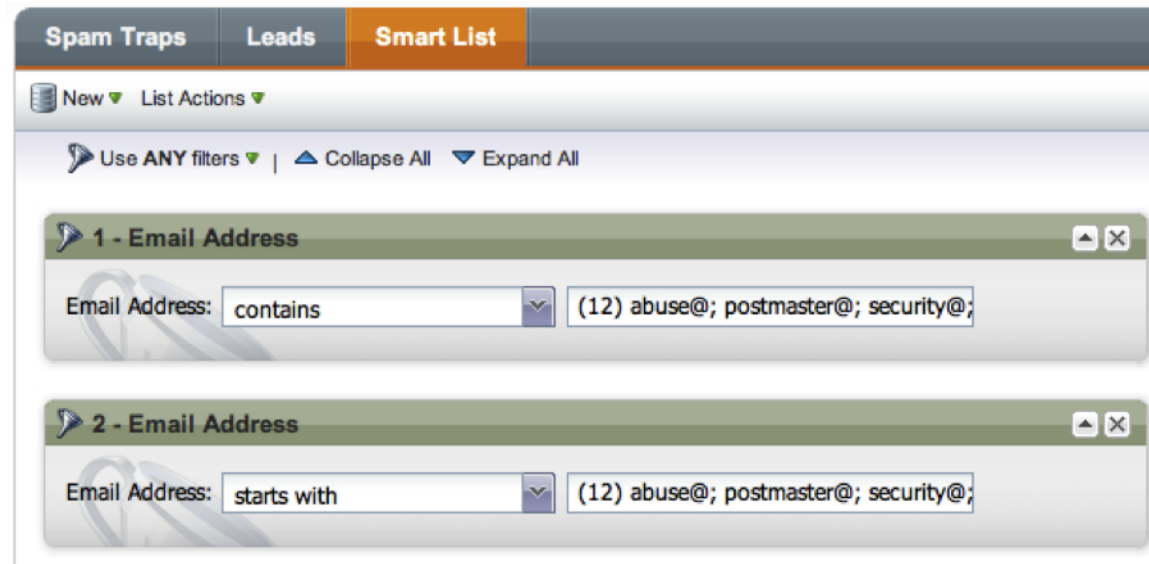
While negative scoring for personal domains is fine, I do not always recommend deleting these leads because some portion of that list are waiting until they are ready to speak to Sales before giving you their work email address. Completely cutting off communications with such leads may be detrimental in the future. Depending on which communications these leads opted-in to, you may be able to continue to nurture them; coaxing them with compelling content to reveal their true address. Until that day, however, you may want to reduce the email you do send to this group. For instance, after lowering their Lead Score, only send them lower value content until they give you more information or a buying signal.

Smart Lists to Create	Filter Settings	Criteria
Spam Traps	Logic: ANY: Email Address CONTAINS  Email Address STARTS WITH	abuse@ postmaster@ security@ Sales@ Asia@ Americas@ emea@ contactus@ hello@ unsubscribe@ info@ Events@
Personal Email Domains	Email Address CONTAINS	@gmail.com @yahoo.co.uk etc... <a href="#">Here's a List</a>
Competitors	Logic: ANY  Email Address CONTAINS  Company CONTAINS Company IS	[Your Firm's Competitors]  <a href="#">Here are lists of major firms.</a>

*\*Examples only! Please add or remove email inbox accounts as befits your business.*

## How to Clean Up Spam Traps and Others Problem Leads

Step 1: Create a Smart List with the criteria above for your business.

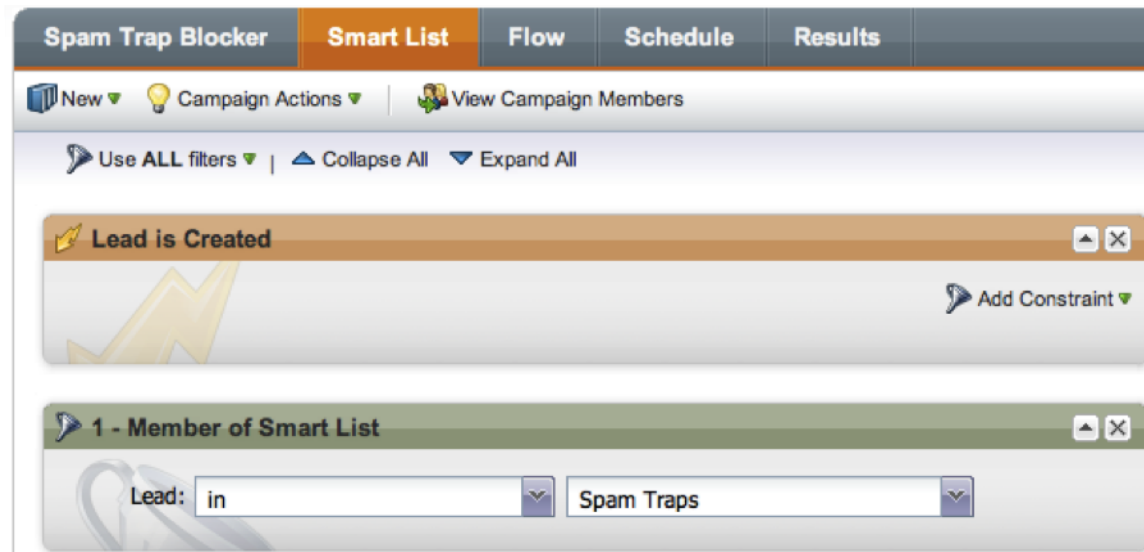


**Step 2: Create a Campaign Called Spam Trap Blocker**

Use the trigger Lead is Created with no filters, unless you need them. We want to capture all leads who come in with these criteria.

Add the Member of Smart List filter = Spam Traps

Batch Case: In this case we are creating a Trigger Campaign. You may want to remove the trigger Lead is Created to first remove existing spam traps.



### Step 3: Flow Steps

Bring over the actions you want Marketo to take. In this example, I did the following:

- Change Score = 0
- Change Data Value: Lead Status = No further action
- Change Data Value: Nurture Reason = Competition
- Change Data Value: Black Listed = True Note: this is the best way to make sure these leads never receive an email.

This is what I do with my spam trap emails. Sure, it is possible these leads may change their email address—in the future—but until then, we should not speak to them via email at all. For the Nurture Reason status, we have Competition as an option to block nurturing, however, you may have other methods or needs.

The screenshot displays the Marketo Flow Builder interface, specifically the 'Flow' tab. The interface includes a navigation bar with tabs for 'Spam Trap Blocker', 'Smart List', 'Flow', 'Schedule', and 'Results'. Below the navigation bar, there are icons for 'New', 'Campaign Actions', and 'View Campaign Members'. The main area shows a sequence of four steps:

- Step 1: Change Score**  
Score Name: Lead Score  
Change: =0
- Step 2: Change Data Value**  
Attribute: Lead Status  
New Value: No further action
- Step 3: Change Data Value**  
Attribute: Nurture Reason  
New Value: Competition
- Step 4: Change Data Value**  
Attribute: Black Listed  
New Value: true

Each step includes an 'Add Choice' button and a small thumbnail image of a lead score card.

#### Step 4: Schedule

Now you can activate this trigger. In this case, I want the lead to run through just once, because we hope not to see them again until they are no longer spam trap qualified.

Note: for the Batch campaign, you will simply select **Run Once** then **Run Now**.



### How Does Marketo Handle Bounces?

Marketo handles email errors automatically using a few simple rules based on the error codes sent back by the recipient's server.

Bounced emails are not happy bouncing balls, rather they are indications your target did not see your email arrive at the inbox. There are different types of bounces, which Marketo handles automatically for you in most cases. It is a best practice to periodically evaluate the health of your reputation, email lists, and overall database using smart lists and reports.

#### Marketo puts it succinctly:

*"The only difference between a hard bounce and a soft bounce is that a **hard bounce** is when the email server says, "I will not accept this message, stop talking to me now" and a soft bounce is when the email server says, "I will not accept this message, please try again in 5 minutes."*

***Soft bounces** are usually for technical problems, which is why it suggests retrying. Marketo will*

*retry a soft bounced message for up to 4 hours, at which time it will become permanent.”*  
[emphasis added].

## Managing Your Bounces

Marketo is designed to help you manage bounces of all types. In certain situations, Marketo handles these for you, blocking leads or suspending them. In others, you need to setup a system that automatically handles soft and hard bounces to ensure you do not continue to send email to them. One way is to periodically check your smart lists and reports, however, you can handle repetitive bounces automatically, choosing to Suspend or Unsubscribe such leads depending on your needs.

### Soft Bounces

These are temporary errors on the recipient's side. Marketo will keep trying to send the message for up to 4 hours. These messages are “Pending” in the Email Performance Report. After 4 hours, the message is reported as a Soft Bounce.

Leads who soft bounce continue to be available for emails in the future. You may want to consider managing leads with multiple soft bounces using the data management techniques below.

To create a list of Soft Bounces by leads take the following steps.

**Step 1: Create a new smart list called “Soft Bounce Control”**

**Step 2: Pull in the Email Bounced Soft filter**

You can also use Not Email Bounced Soft or multiple Email Bounced Soft filters to select just the right group. You may want to use a smart list like this one, adjusting the criteria in accordance with your deliverability and privacy policies. In this screenshot, we can see all of the filter options, but you do not need all of them.

1 - Email Bounced Soft

2 - Not Email Bounced Soft

Step 3: Add Constraints if Needed

I am showing all the constraints here, however, Date of Activity in Past 1 Day or 48 hours may be what you need. If you want to see a list for just one email, or a program of emails, be sure to select that email or pull in the Member of Program filter.

Step 4: Press Leads to see the lead list.

Step 5: Decide What to Do

Once you have this list you can decide if there is a temporary issue, such as vacation responders, a network problem, or if you want to consider sending a following (or **not** sending a follow up) to this group.



## Hard Bounces

According to the [Marketo Email Deliverability documents](#), hard bounces usually fall into three areas:

Type of Hard Bounce	What Marketo Does Automatically	What You Can Do To Help
Email Incorrect (mistyped, non existent)	Hard Bounce = True Reason = Response Code Email Invalid = True Email will be listed as blocked from mailings	<ol style="list-style-type: none"> <li>1. Lower score.</li> <li>2. Examine the list to see if an email had an obvious typo, e.g. “@gmlai.com” for “gmail.com”</li> <li>3. Remove from your house lists.</li> <li>4. Create a smart list to examine bounce codes.</li> </ol>
Anti-spam Block (spam trap or your domain was blacklisted as a spammer)	Suspended for 24 Hours Email Suspended Cause  Marketo will try again	<ol style="list-style-type: none"> <li>1. Analyze these using a smart list [</li> <li>2. If your email or domain are blocked/blacklisted, call Support [link]</li> <li>3. Setup DKIM/SPF</li> <li>4. Examine copy and html layout of your emails</li> <li>5. Remove Spam Traps</li> </ol>
Technical Issue (the recipient's server did not properly respond).	Nothing <i>Email address is still available to send.</i>	Nothing.

Here are some examples of hard bounce messages from [Marketo's Killer Email Deliverability Presentation](#), May 2012.

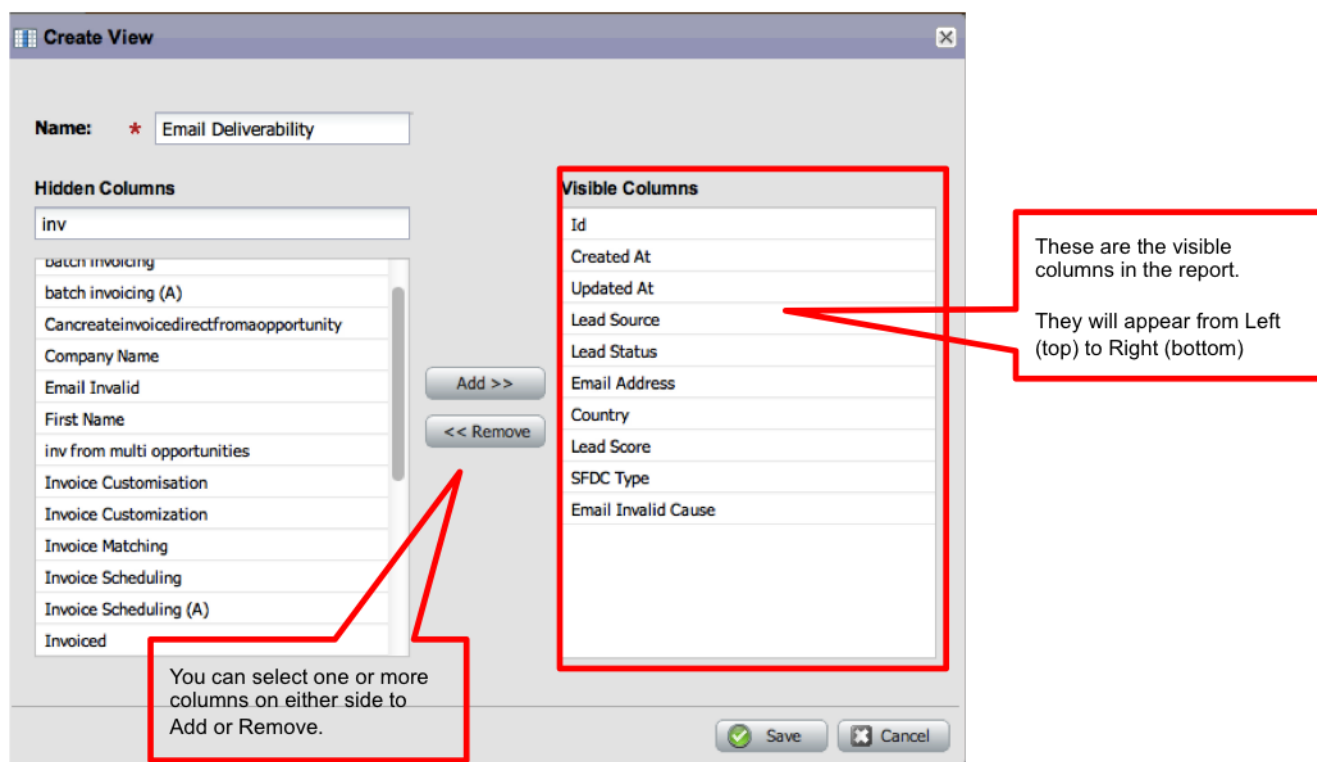
Email Suspended Cause	Email Suspended At
Exceeded MaxAttempts - 571 5.0.0 Message Refused	Dec 06, 2011 12:19 pm
BOUNCE FILTERS MATCHED MESSAGE BODY	Dec 06, 2011 12:20 pm
Exceeded MaxAttempts - 554 5.0.0 Service unavailable; Client host [em-sm4-141.mktomail.com] blocked by bl.spamcop.	Nov 16, 2011 08:10 am
Exceeded MaxAttempts - 554 5.7.1 <em-sm4-142.mktomail.com[199.15.212.142]>: Client host rejected: Access denied	Dec 08, 2011 05:40 am
Exceeded MaxAttempts - 550 5.7.1 Message rejected due to content restrictions	Dec 08, 2011 05:31 am
[Message Expired] [VALID DOMAIN,1323203045,43,1] Exceeded MaxAttempts - 451 4.3.0 Not currently accepting mail f	Dec 06, 2011 05:10 pm
[VALID DOMAIN,1323351104,4,1] Exceeded MaxAttempts - 550 5.7.1 Message rejected due to content restrictions	Dec 08, 2011 05:31 am
Exceeded MaxAttempts - 554 5.0.0 Denied [IPR] (Mode: normal)	Dec 06, 2011 12:22 pm
Exceeded MaxAttempts - 553 5.1.0 Sorry, your email address mail179@em027.mktomail.com has been blacklisted. Plea:	Dec 06, 2011 12:20 pm
Exceeded MaxAttempts - 550 5.7.1 Command not allowed	Dec 06, 2011 12:24 pm
Exceeded MaxAttempts - 571 5.0.0 Message Refused	Dec 06, 2011 12:17 pm
Exceeded MaxAttempts - 550 5.2.0 Blocked	Dec 06, 2011 12:23 pm
Exceeded MaxAttempts - 551 5.0.0 message appears to be spam	Dec 06, 2011 12:19 pm
Exceeded MaxAttempts - 571 5.0.0 Message Refused	Dec 06, 2011 12:18 pm

To examine Hard Bounces in more detail, create a new smart list

Step 1: Go to Lead Databases > System Smart Lists

Step 2: Clone the Bounced Email Address Smart List  
Name it Invalid Emails List

Step 3: Use the View Tool to Create a New View: Email Deliverability



Step 4: Add the Email Invalid Cause as a Column to the RIGHT side "Visible Columns"

Step 5: Review Email Invalid Causes

Once you're in the Leads list, you will see the Email Invalid column. Be sure to expand it to see more detail.

Note: Some email invalid cause fields may be blank if they were part of an import of your bounce list(s). –

(Thanks to [BeHai](#) for this tip)

Step 6: Optional: Clone this List or Use other Filters to See Soft or Hard Bounce Causes

If you prefer to build your own list, here are some options.

### Hard Bounces Who Are Invalid Lists

Leads which bounced during a time period and are currently invalid. You should check this list once a month for possible typo emails, recovering some Leads.

The screenshot shows two filter rule panels. The first panel, titled '1 - Email Bounced', contains two conditions: 'Email: is any' and 'Date of Activity: in past 10 days'. The second panel, titled '2 - Email Invalid', contains one condition: 'Email Invalid: true'. Each panel has an 'Add Constraint' button and a close button.

### Anti-Spam Block Lists

These lists can help you find the worst offenders who are already ruining your reputation.

The screenshot shows two filter rule panels. The first panel, titled '1 - Email Bounced', contains two conditions: 'Email: is any' and 'Date of Activity: in past 10 days'. The second panel, titled '2 - Email Suspended Cause', contains one condition: 'Email Suspended Cause: is not empty'. Each panel has an 'Add Constraint' button and a close button.

## Creating a Repetitive Bounce Smart List

But for repetitive bounces, you do need to handle those directly. The example system below is based on Marketo's suggestion from the Killer Email Deliverability presentation.

### Step 1: Create a Repetitive Bounce Smart List

Marketo suggests using in past 4 months and Min. Number of Times = 3. That sounds good to me, but feel free to adjust this.

In this example I am showing all of your options if you wish to restrict this workflow in other ways.

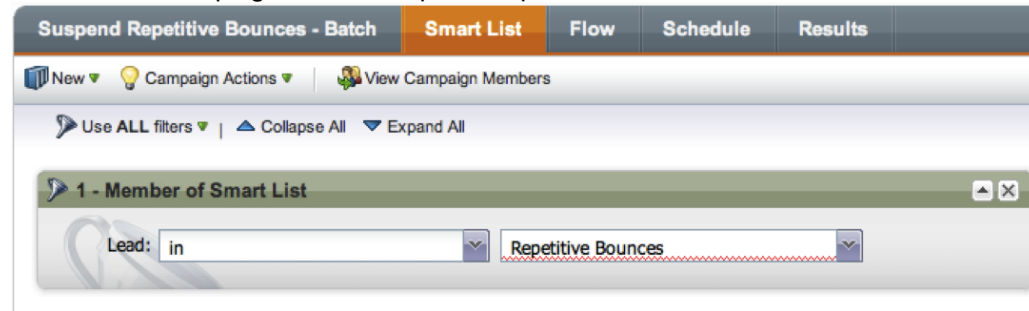
Use Advanced Filters: (1 OR 2) AND 3



**Note:** You can use this Smart List as a Trigger if you prefer, but you should give time for emails to go through their cycle.

The screenshot shows the Marketo Smart List configuration interface. At the top, there are tabs for 'Repetitive Email Bounces', 'Leads', and 'Smart List'. Below the tabs, there is a 'New' button and a 'List Actions' dropdown. A search bar contains the text '(1 or 2) and 3'. There are also 'Collapse All' and 'Expand All' buttons. The main area contains three filter sections, each with a title, a play button, and a close button. The first filter is '1 - Email Bounced' and includes fields for 'Email: is any', 'Date of Activity: in past', and '30 days'. The second filter is '2 - Email Bounced Soft' and includes fields for 'Email: is any', 'Date of Activity: in past', '30 days', and 'Min. Number of Times: 3'. The third filter is '3 - Not Was Delivered Email' and includes fields for 'Email: is any' and 'Date of Activity: in past', '30 days'. Each filter section has an 'Add Constraint' button.

Step 2: Create a Batch Campaign called "Suspend Repetitive Bounces – Batch"



Step 3: Campaign Smart List

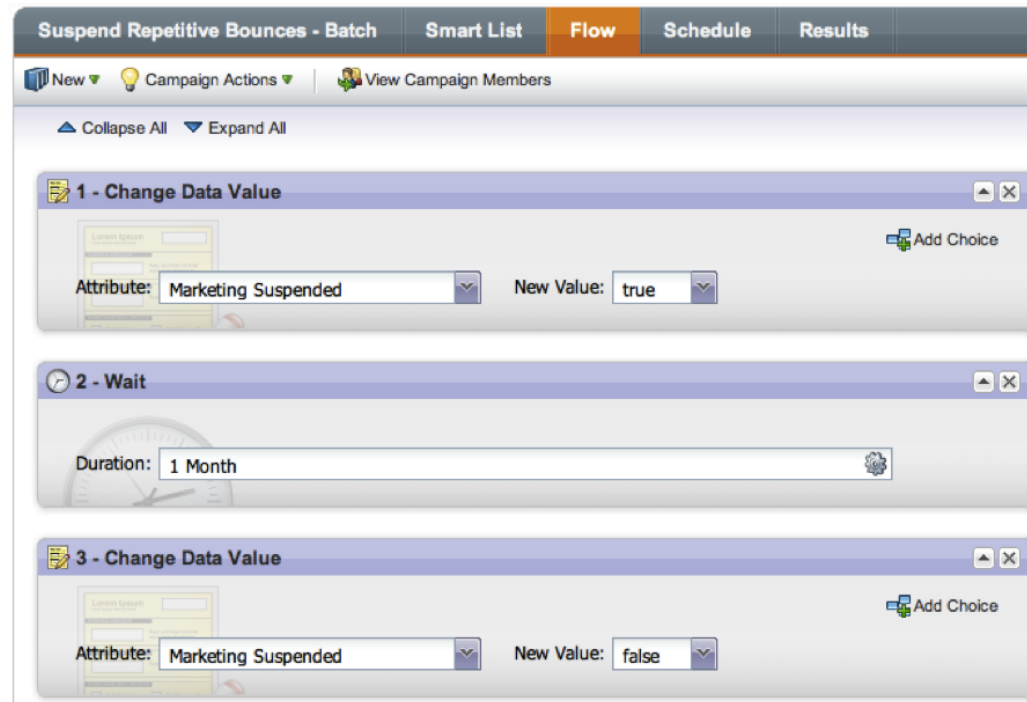
Pull in the Member of Smart List filter, inserting the Repetitive Bounces list or other lists as needed.

Step 4: Flow

What you do next is entirely up to you. In this example, we are Marketing Suspending these leads for 1 Month. After 1 Month, the leads are available to try again.

A tighter way to control repeated bounces is to simply set their Email Invalid=True or to Unsubscribe=True. That way you do not waste time or reputation attempting to reach leads that are not available.

You may also want to reset their Lead Score or change their Lead Status if that is part of your lead flow process.



#### Step 5: Schedule

- Batch
- Qualification Rule: Once Every 30 Days since the wait step is 1 month.
- Schedule Recurrence for Daily at 2:00 am

### Frequently Encountered Bounce Codes

These are the most commonly encountered inside Marketo on the lead record or in your CRM. There are many more and they may be formatted in a variety of ways including “5.4.1”.

If you want to explore these codes further, ask your IT team, or try these resources:

- [Marketo codes and view for ESMTP](#)
- [Non-delivery reports.](#)
- [The IETF Standard.](#)

Response Code	Type of Bounce	Error Detail	What this means for you
421	Soft	Service not available, closing transmission channel (This may be a reply to any command if the service knows it must shut down)	The receiving computer shut off.
450	Soft	Requested mail action not taken: mailbox unavailable (E.g., mailbox busy)	Mailbox problem.
451	Soft	Requested action aborted: local error in processing	Local error to recipient.
452	Soft	Requested action not taken: insufficient system storage	Receiving server ran out of memory.
500	Hard	Syntax error, command unrecognized (This may include errors such as command line too long)	One or both servers did something wrong.
501	Hard	Syntax error in parameters or arguments	One or both servers did something wrong.
502	Hard	Command not implemented	Your server asked for the wrong thing.
503	Hard	Bad sequence of commands	Your server asked for the wrong thing.
504	Hard	Command parameter not implemented	Your server asked for the wrong thing.
550	Hard	Requested action not taken: mailbox unavailable (E.g., mailbox not found, no access) This is the most common response code if an email bounced.	Recipient no longer exists, is disabled, etc.
551	Hard	User not local; please try	Recipient does not exist
552	Hard	Requested mail action aborted: exceeded storage allocation	Recipient's box is over quota.
553	Hard	Requested action not taken: mailbox name not allowed (E.g., mailbox syntax incorrect)	The recipient's email had an error when it was typed in.
554	Hard	Transaction failed	Total failure.



## How do I Fix an Error After I Press Send?

First, see the [Checklist for Sending an Email](#) to avoid mistakes.

Second, see below ☺

Oops! You sent the big email out, but only noticed that typo and link error as Marketo was processing the campaign.

What do you do now?

Don't panic. Sending the wrong email with the wrong date or some other typo happens to everyone. Unless your open and click through rates are 100%, you can rest assured only a small number of people were affected.

### Scenario 1: All of my Emails Bounced? WTF?

Sorry to break this to you, but this is [likely an error on your part](#). Possible errors include the From address being invalid or sending emails to all spam traps. If you find out other ways, let me know.

Step 1: Go the Results tab of your campaign

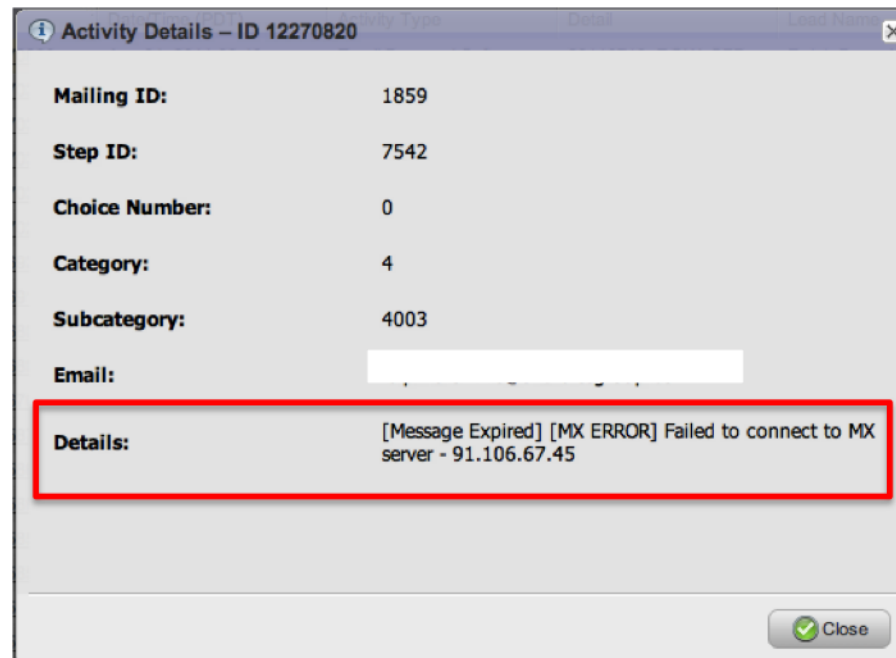
The screenshot shows the Marketo interface with the 'Results' tab selected. The table below lists email activity records. A search bar at the bottom right contains the text 'bounce'. A red box highlights the 'Activity Type' column, and a callout points to a row with the instruction 'Step 2: double click a record to find out more'.

ID	Date/Time (PDT)	Activity Type	Detail	Lead Name	Email	Company
12270820	Aug 04, 2011 03:40 pm	Email Bounced Soft	2			
12270324	Aug 04, 2011 02:43 pm	Email Bounced Soft	2			
12270323	Aug 04, 2011 02:43 pm	Email Bounced Soft	2			
12270314	Aug 04, 2011 02:42 pm	Email Bounced Soft	2			
12270313	Aug 04, 2011 02:42 pm	Email Bounced Soft	2			
12270259	Aug 04, 2011 02:35 pm	Email Bounced Soft	2			
12269311	Aug 04, 2011 01:35 pm	Email Bounced Soft	2			
12269193	Aug 04, 2011 01:32 pm	Email Bounced Soft	2			
12268014	Aug 04, 2011 12:15 pm	Email Bounced Soft	2			
12268013	Aug 04, 2011 12:15 pm	Email Bounced Soft	2			
12267633	Aug 04, 2011 11:48 am	Email Bounced Soft	2			
12258782	Aug 04, 2011 07:41 am	Email Bounced Soft	2			
12258638	Aug 04, 2011 07:36 am	Email Bounced Soft	2			
12258614	Aug 04, 2011 07:33 am	Email Bounced Soft	2			
12258582	Aug 04, 2011 07:28 am	Email Bounced Soft	2			
12258581	Aug 04, 2011 07:33 am	Email Bounced Soft	2			
12258558	Aug 04, 2011 07:31 am	Email Bounced Soft	2			
12258557	Aug 04, 2011 07:31 am	Email Bounced Soft	2			
12258556	Aug 04, 2011 07:32 am	Email Bounced Soft	2			
12258445	Aug 04, 2011 07:29 am	Email Bounced Soft	2			
12258444	Aug 04, 2011 07:30 am	Email Bounced Soft	2			
12258443	Aug 04, 2011 07:28 am	Email Bounced Soft	2			
12258442	Aug 04, 2011 07:30 am	Email Bounced Soft	2			
12258410	Aug 04, 2011 07:29 am	Email Bounced Soft	2			

Step 2: Search for Email Bounced

Step 3: Double click on one of the results

Step 4: If this Activity Details show "Invalid-From-Address" –  
<Smack head with palm>



Step 5: Resend the email with a cloned campaign.

If you do not use a cloned campaign, be sure to Run the campaign again and change the Qualification Rules to Run Lead Every Time (or twice).

## Scenario 2: Handling Typos and Invitation Errors

A typo can be embarrassing. Fortunately, not everyone will notice a typo because email is scanned before it is read. If the typo is trivial, do nothing. Sending a second email or apology will only draw attention to your mistake. A second very similar email within a short amount of time will lower your email reputation.

1. Spam filters will see the second email and start restricting your emails. That's bad, because now you increased the number of future emails which will get stuck by the spam filter, lowering your Opens, CTR, and leads.
2. People get annoyed. They will see the email as a duplicate and wonder what you are up to. They will spam the email, delete it, unsubscribe, or filter you out more often.

But maybe it is a big problem. You sent the big invitation with the wrong date. Or the email went out twice. Or someone played a joke and approved an email with some unprofessional text. What do you do now?

If you can, stop the campaign process now. Here is how to do that:

**Step 2: Deactivate the campaign or next run.**

Go to the campaign and deactivate it, which also includes deleting future Runs. If you were able to cancel the Run before its activation time, great! Go ahead to fix your email and rescheduling this one.

Deactivation does not stop the Send Email flow step. [Marketo recommends then Deleting the entire Campaign](#) flow step to ensure the process ends. If there are more than 10,000 Leads, please call [Marketo Support](#) for immediate help.

Since some or all of your target leads were sent the email, you need to handle a possible correction, go to Step 3.

**Step 3: Press the Big Red Button → Delete the Flow Step in the Campaign**

If your campaign is already running...



**Best Practice: Always schedule a Campaign Run in the future, even if it is 10 minutes from now.**

The screenshot shows the 'Batch Campaign Schedule' page in Marketo. At the top, there is a navigation bar with icons for 'New', 'Campaign Actions', 'Run Once', 'Schedule Recurrence', and 'View Campaign Members'. The main heading is 'Batch Campaign Schedule'. Below this, several fields provide campaign details: 'Campaign Status' (Last run: Jul 25, 2012 01:00 pm PDT), 'Smart List Mode' (Batch), 'Qualification Rules' (Each lead can run through flow every time), and 'Smart List Status' (Set to affect around existing leads, may change over time). The 'Recurrence' section is highlighted with a red box and contains the following text: 'Repeats every day', 'Next three runs:', 'Jul 26, 2012 01:00 pm PDT x', 'Jul 27, 2012 01:00 pm PDT x', and 'Jul 28, 2012 01:00 pm PDT x'. Two callout boxes provide instructions: one points to the 'Schedule Recurrence' button, and another points to the red 'X' marks in the recurrence list.

Press Schedule Recurrence and say "Never" to delete all runs.

Press the Red X to delete the runs.

OR

**Triggered Campaign Schedule**

**Campaign Status:** Inactive

**Smart List Mode:** Triggered

**Qualification Rules:** [Each lead can run through flow once](#)

Activate

Press deactivate, but this won't stop a Running flow step, like Send Email or Wait

**Step 4: Create a new email with corrected text**

If you believe it is necessary, add an apology. If you made an error on the date, time, or location of something, be sure to make it clear that you are correcting this.

**Step 5: Schedule the Email**

Wait an hour or two if you can because you will likely want to restrict the second email to leads who Opened or Clicked in the email. While apologies are great, you may only want to send the correction to the people who actually saw the email.

Of course, if you were sending a follow up email for an event, you may want to send the correction to the entire list.

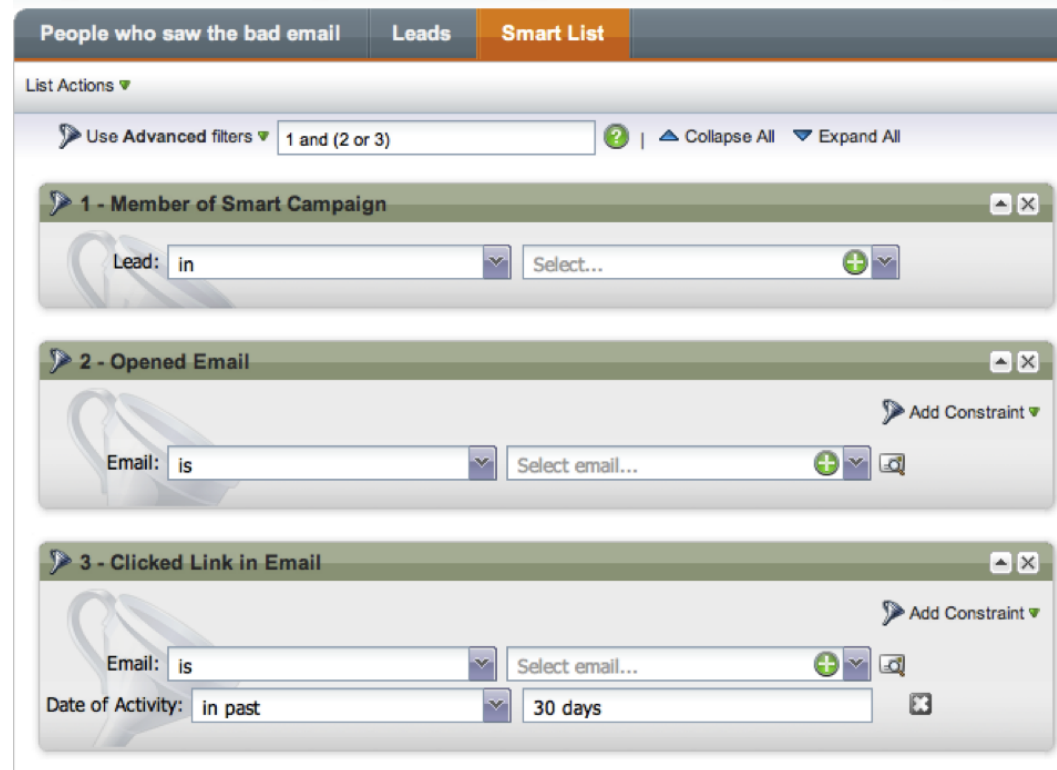
**How to email affected leads only**

The difficulty here is that not everyone allows images or html in their email viewers, so you may lose quite a few people who did see the typo, but who blocked you from tracking them.

**Step 1: Create a new campaign in the Program: Invitation – Correction**

**Step 2: Smart List:**

For the Smart List, use filters such as Member of Campaign AND (Opened Email OR Clicked Link in Email)



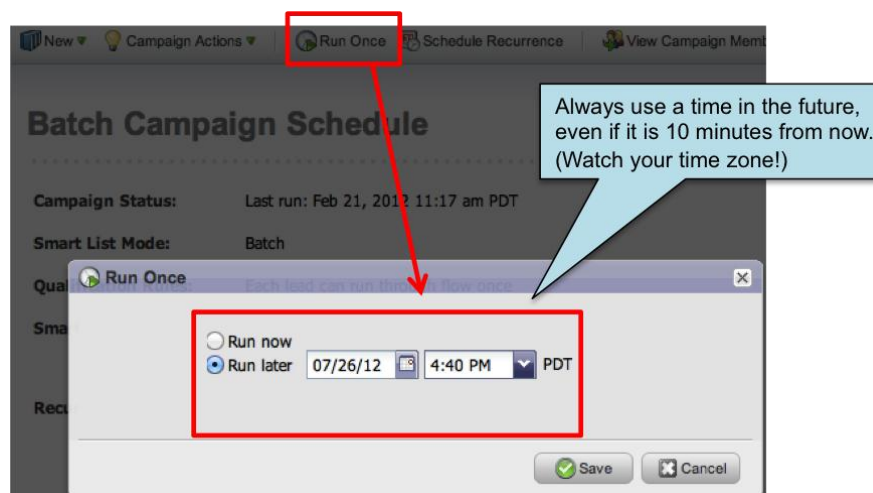
Depending on the situation you may want to use Was Sent Email or Was Delivered Email filters.

**Step 3: Test the Email**

Really. Use the Test button. Use it at least 3 times to different email boxes, which will force you to read it this time.

**Step 4: Schedule**

When you schedule the campaign to run, tell it to run in 10 minutes. That way you will have time for your brain to realize any other mistakes.



## Keeping Track of Deliverability

You can keep track of deliverability using a few tools previously mentioned, as well as a host of resources inside Marketo.

## Metrics and Benchmarks

I recommend monitoring the following data and reports as well as tracking your rates in a spreadsheet. Here's a sample to get you started. [\[xlsx\]](#)

Metric	Where to Find It	Frequency	Why
Sender Score	<a href="http://trust.marketo.com">http://trust.marketo.com</a> <a href="https://www.senderscore.org/">https://www.senderscore.org/</a> <a href="http://landing.returnpath.net/SSreport">http://landing.returnpath.net/SSreport</a>	First of month	For shared IPs, the Marketo Score is what you want. SenderScore is a third party rating which many ISPs, spam filters, and email programs use to judge your email.
Delivered %	Marketo Email Performance Report	M/A	List health, spot list quality issues
Open %	Marketo Email Performance Report	M/A	Quality of Subject Line Quality of List
CTR	Marketo Email Performance Report	M/A	Quality of Copy or CTA



Unsubscribe %	Marketo Email Performance Report	M/A	Relevancy and list quality
Hard Bounce %	Marketo Email Performance Report	M/A	List Quality
Soft Bounce %	Marketo Email Performance Report	M/A	List Quality
Heat Map	Email Link Performance Report	Individual	Layout, Offer

Now that you have your deliverability report, your manager asks, “How does that compare to other firms?” The good news is there are several firms working to survey marketers like you to find out how well we are doing.

[Marketo’s November 2011 Benchmarking Survey](#) found the following results:

Metric	Average	Top Performers
Open Rate	11-15%	16.0-20.0%
CTR	2.1-5.0%	5.10-10.0%
Clicks to Opens	11-15%	16.0-20.0%
Bounces	2.10-5%	<2.0%
Unsubscribes	.11-.20%	<.10%

The data implies a deliverability rate of 95.0-97.9% for those who took the survey. Keep in mind the survey respondents were self-selecting Marketo users as well as only B2B marketers. ReturnPath showed that 86% of B2B email reached the inbox. The overall picture is worse: IBM’s report for the same period showed 83.25% deliverability overall which was higher than ReturnPath’s reported 76.5%. These numbers include B2C with the critical holiday retailer rush period in Q4 2011.

ReturnPath’s 2012 SenderScore report shows that firm’s with scores in the 81-100 range have an average delivery rate of 92% to 95%.

Since data is changing all the time, check out the latest reports yourself:

- [MarketingSherpa’s CMO Perspectives on Email Deliverability Report](#): [ReturnPath, Gated]
- [Marketo’s Benchmark Survey](#) [Gated, Requires Survey]
- [Here’s a sample from Marketo](#) [PDF]
- [Marketo’s Benchmark Data from November 2011](#) [Marketo] [[Slideshare](#)]
- [ReturnPath’s 2H 2011 Benchmark Data](#) or [Fill out their form](#). [ReturnPath, Gated, PDF]
- [SendGrid’s Analysis of ReturnPath’s Report](#)
- [IBM Email Deliverability Report](#): [PDF, Gated] This is quite detailed. Marketo is a reseller of this tool.
- [HubSpot’s Science of Email Timing](#) [Slideshare]

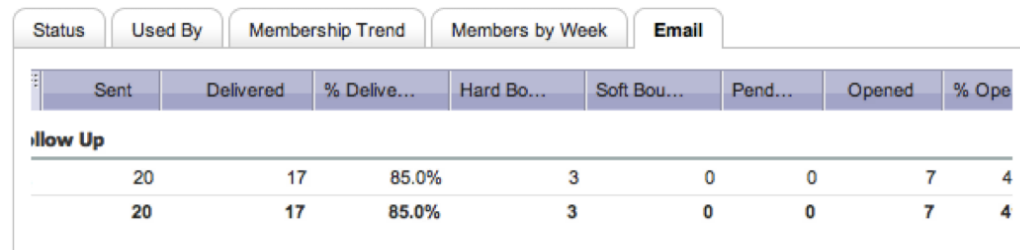
## Create an Email Deliverability Report in Marketo

To fill in the detail, let's head into Marketo to create some reports.

### Step 1: Decide which reports you need

Do you want to watch each campaign? Or each Channel? Or just your overall metrics on a monthly basis? Choose the report which is best aligned with your data management process.

If you want to track an existing Smart Campaign, all you need to do is click on the Email tab on the main campaign console. This report will show you deliverability for all emails within the Flow for everyone who has gone through this campaign. Thus, you may want to create a custom Report to dig deeper.

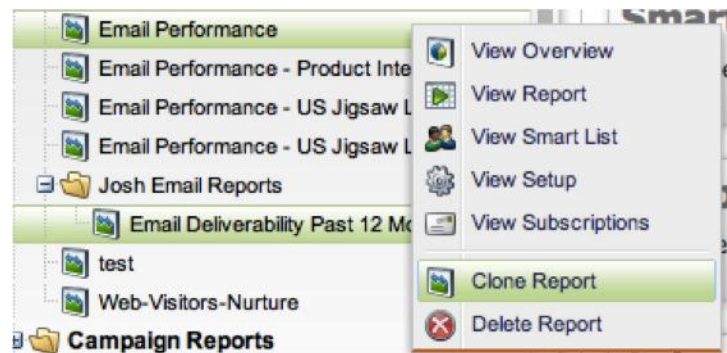


The screenshot shows a table with columns: Status, Used By, Membership Trend, Members by Week, and Email. The Email tab is active, showing a table with columns: Sent, Delivered, % Delivered, Hard Bounces, Soft Bounces, Pending, Opened, and % Opened. The data is as follows:

Sent	Delivered	% Delivered	Hard Bounces	Soft Bounces	Pending	Opened	% Opened
20	17	85.0%	3	0	0	7	4
20	17	85.0%	3	0	0	7	4

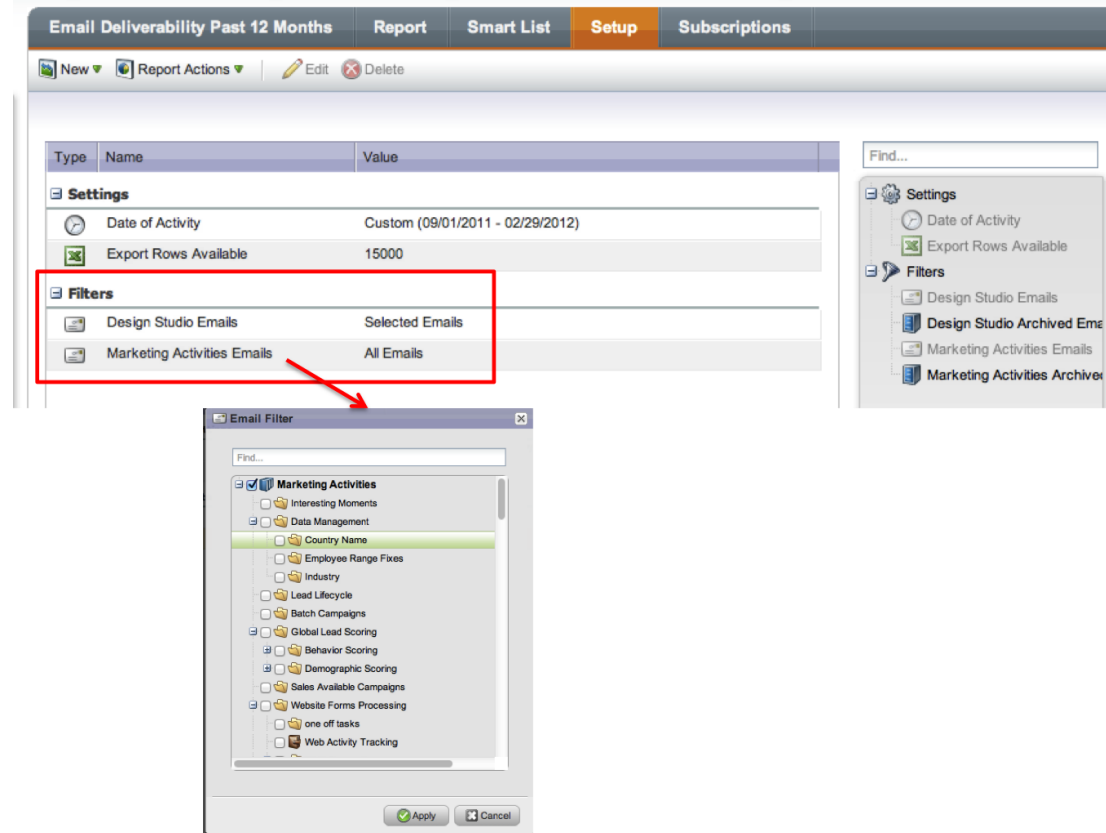
### Step 2: In Analytics, Clone the Email Deliverability Report

Clone the [Email Performance](#) report in Analytics.



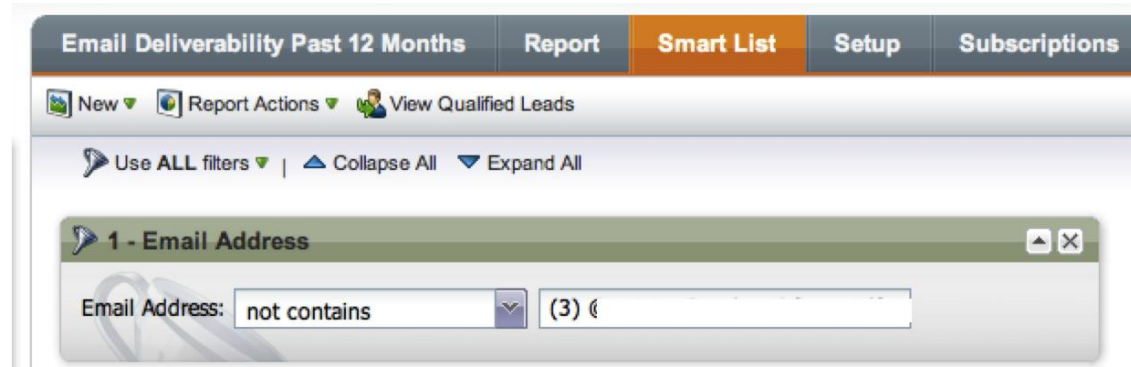
Name the new report Email Deliverability Past 12 Months.

Step 3: Adjust the Setup to define what data ranges Marketo will use.  
Under Date of Activity, right click, then change the date range to Last Year.



For specific channels, adjust the Design Studio Emails or Marketing Activities (Programs) emails.

Step 4: Smart List: define any lead count limitations to include or exclude.  
You may want to exclude test leads or your own company's leads. You can also use the Smart List to focus on certain types of leads, Segmentations, or anything else.  
In this example we are ignoring data from our internal email domains which are for tests only.



**Step 5: Run the Report**

Remember to scroll to the right to see the unsubscribe data. You can also sort by each column to focus on Delivered %, Opens, Clicks, and Unsubscribe rates.

Email Deliverability Past 12 Months															Report	Smart List	Setup	Subscriptions
Date of Activity: Last 12 Months (Aug 1, 2011 - Jul 31, 2012 PDT), Emails															Smart List: Email Address			
Email Name ▲	Sent	Delivered	% Delive...	Hard Bo...	Soft Bou...	Pend...	Opened	% Ope...	Click...	% Clicked ...	Clicked to ...	Unsubsc...	% Unsubsc...	First Activity (PDT)	Last Activity (PDT)			
<b>Email Activity</b>	5,465	4,967	90.9%	283	215	0	398	8.0%	9	0.2%	2.3%	46	0.9%	Jan 19, 2012 05:30 AM	Jul 5, 2012 03:03 AM			
	28	28	100.0%	0	0	0	11	39.3%	3	10.7%	27.3%	0		Jan 3, 2012 06:44 AM	Jan 8, 2012 11:41 AM			
	4,053	3,881	95.8%	47	124	1	421	10.8%	25	0.6%	5.9%	26	0.7%	Jan 26, 2012 06:13 AM	Jul 17, 2012 08:46 AM			
	36	35	97.2%	1	0	0	8	22.9%	3	8.6%	37.5%	0		Feb 16, 2012 03:25 AM	Feb 20, 2012 08:48 AM			
	34	34	100.0%	0	0	0	6	17.6%	2	5.9%	33.3%	0		Feb 24, 2012 03:58 AM	Mar 16, 2012 08:00 AM			
	1,115	1,059	95.0%	44	12	0	210	19.8%	119	11.2%	56.7%	5	0.5%	Feb 15, 2012 06:40 AM	Jun 13, 2012 04:02 AM			
	45	44	97.8%	1	0	0	18	40.9%	0			0		Feb 15, 2012 09:36 AM	Feb 15, 2012 01:46 PM			
	1,400	1,339	95.6%	50	11	0	219	16.4%	17	1.3%	7.8%	4	0.3%	Feb 9, 2012 11:01 AM	Jun 11, 2012 11:57 AM			
	70	67	95.7%	3	0	0	22	32.8%	3	4.5%	13.6%	0		Feb 17, 2012 10:52 AM	Apr 6, 2012 01:05 AM			
	60	58	96.7%	2	0	0	11	19.0%	1	1.7%	9.1%	0		Feb 17, 2012 10:49 AM	Feb 17, 2012 02:07 PM			
	550	532	96.7%	16	2	0	122	22.9%	2	0.4%	1.6%	0		Feb 23, 2012 03:41 AM	Jun 6, 2012 03:19 AM			
	68	68	100.0%	0	0	0	22	32.4%	0			0		Feb 22, 2012 02:36 AM	May 18, 2012 01:52 AM			
	1,246	1,219	97.8%	21	6	0	377	30.9%	120	9.8%	31.8%	3	0.2%	Feb 9, 2012 01:32 AM	Mar 30, 2012 04:06 PM			
	2,193	1,946	88.7%	163	84	0	134	6.9%	1	0.1%	0.7%	15	0.8%	Mar 1, 2012 12:52 PM	Apr 17, 2012 10:32 AM			
	2,367	2,292	96.8%	51	24	0	505	22.0%	77	3.4%	15.2%	0		Mar 28, 2012 01:54 AM	Jul 16, 2012 01:31 PM			
	5,406	4,373	80.9%	981	52	0	699	16.0%	246	5.6%	35.2%	0		Mar 15, 2012 02:28 AM	Jun 8, 2012 01:18 PM			
	155	152	98.1%	3	0	0	67	44.1%	2	1.3%	3.0%	3	2.0%	Apr 5, 2012 12:00 PM	May 8, 2012 06:26 PM			
	53	50	94.3%	2	1	0	24	48.0%	1	2.0%	4.2%	0		Apr 23, 2012 02:13 AM	Apr 28, 2012 01:10 PM			
	783	770	98.3%	10	3	0	187	24.3%	13	1.7%	7.0%	16	2.1%	Apr 13, 2012 12:23 PM	Jun 14, 2012 01:53 PM			
	19	19	100.0%	0	0	0	9	47.4%	7	36.8%	77.8%	0		May 17, 2012 05:31 AM	May 22, 2012 07:56 AM			
	129	122	94.6%	5	2	0	45	36.9%	6	4.9%	13.3%	1	0.8%	May 17, 2012 06:07 AM	Jul 20, 2012 09:17 AM			
	20,177	17,939	88.9%	1,023	1,215	0	1,713	9.5%	112	0.6%	6.5%	112	0.6%	May 17, 2012 05:39 AM	Jun 27, 2012 09:46 AM			
	92	72	78.3%	19	1	0	12	16.7%	2	2.8%	16.7%	1	1.4%	May 3, 2012 12:59 PM	May 4, 2012 03:39 AM			
	11	11	100.0%	0	0	0	6	54.5%	3	27.3%	50.0%	0		Apr 24, 2012 01:47 AM	Jun 30, 2012 09:09 AM			
	33	33	100.0%	0	0	0	11	33.3%	0			0		May 8, 2012 03:04 AM	May 8, 2012 12:52 PM			
	87	68	78.2%	16	3	0	14	20.6%	2	2.9%	14.3%	0		May 17, 2012 10:00 AM	May 18, 2012 10:48 AM			
	416	396	95.2%	16	4	0	145	36.6%	46	11.6%	31.7%	0		May 2, 2012 03:50 AM	May 30, 2012 08:38 PM			
	14,255	12,881	90.4%	750	624	0	1,432	11.1%	52	0.4%	3.6%	87	0.7%	May 8, 2012 03:05 AM	Jul 20, 2012 09:35 AM			

Step 6: Export this list if you want to plug the data into the Excel sheet for further analysis

## Chapter Review

### Self-Quiz

What is a Hard Bounce?

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Does Marketo handle all bounces automatically?

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What is a Spam Trap and why should I care?

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## Recommended Resources

### Marketo Documentation & Community

[Marketo Instructions for Branded Tracking Links](#)

[How Marketo Tracks Email](#) [Marketo]

[Marketo and Email Bounce Codes](#) [Marketo] and a [Discussion](#).

[Shared IP Community Discussion](#) [Marketo Community]

[List of Shared IPs](#) – be sure to add these to your firm's whitelist. [Marketo]

[Getting Started with a Dedicated Email IP](#) [Marketo]

[Dedicated Email IP Quick Setup](#) [Marketo]

[Marketo's Email Performance Report documentation](#) [Marketo]

Marketo's Email Policies

### Maximize Your Deliverability with Tips & Ethical Tricks

[Marketo's Email Deliverability Center](#) [Marketo]

[Strong Mail's Top 20 Tips](#) [Marketo] - 2008

[Throttling Example During an Email Campaign](#) [Marketo]

[Marketo Guide to Monitoring Email Deliverability](#). [Marketo– PDF]

[Email Marketing Cheat Sheet](#) [Marketo]

[Killer Deliverability Tips](#) [Marketo Community]

[Email Marketing Glossary](#) [Marketo]

[Email Marketing Best Practices](#) [Marketo]

[Marketo Master's Deliverability Webinar](#) [Marketo Community]

[Image Blocking Issues](#) [Campaign Monitor]

[Email Design Tips](#) [Campaign Monitor]

[Migrate Bounce Lists to New Providers](#) [Autumn Tyr-Sylvia]

Common Spam Words: [[HubSpot](#)] [[SpamAssassin](#)] [[Sendblaster's List](#)] [[Mannix Marketing](#)]

## Further Technical Reading for the Geeks

[Anti-spam techniques](#) [Wikipedia]

[How to Whitelist with Postini](#) [Marketo Community]

[IETF RFC Standard on Response Codes](#) [IETF]

[Email Non Delivery Report](#) [Wikipedia]

## Tools & Services

[Litmus.com](#)

[EmailOnAcid.com](#)

[MailChimp.com](#) (paid version)

IBM Deliverability Package (Marketo is a reseller)

## Benchmarking Data

[MarketingSherpa's CMO Perspectives on Email Deliverability Report](#): [ReturnPath, Gated]

[Marketo's Benchmark Survey](#) [Gated, Requires Survey]

[Here's a sample from Marketo](#) [PDF]

[Marketo's Benchmark Data from November 2011](#) [Marketo] [[Slideshare](#)]

[ReturnPath's 2H 2011 Benchmark Data](#) or [Fill out their form](#). [ReturnPath, Gated, PDF]



[SendGrid's Analysis of ReturnPath's Report](#)

[IBM Email Deliverability Report](#): [PDF, Gated] This is quite detailed. Marketo is a reseller of this tool.

[HubSpot's Science of Email Timing](#) [Slideshare]

## Making Apologies

[How to make an email apology for the big mistake](#). [Spear Marketing]

[Why you need to check and recheck the smart list](#) AND the Schedule Count. If 8MM qualify, you better be sure that's what you intended. Real life example from the New York Times ☺

[Discussion on handling email mistakes](#). [LinkedIn]

## Experts

[Eric Hollebhone's Guide to DKIM, SPF, and Branded Tracking](#)

## Reputation Resources

[Marketo Sender Scores](#) (Overall) [Marketo]

[The Sender Score Report](#) [ReturnPath] vs. [Benchmark](#)

[Are you on a blacklist?](#)