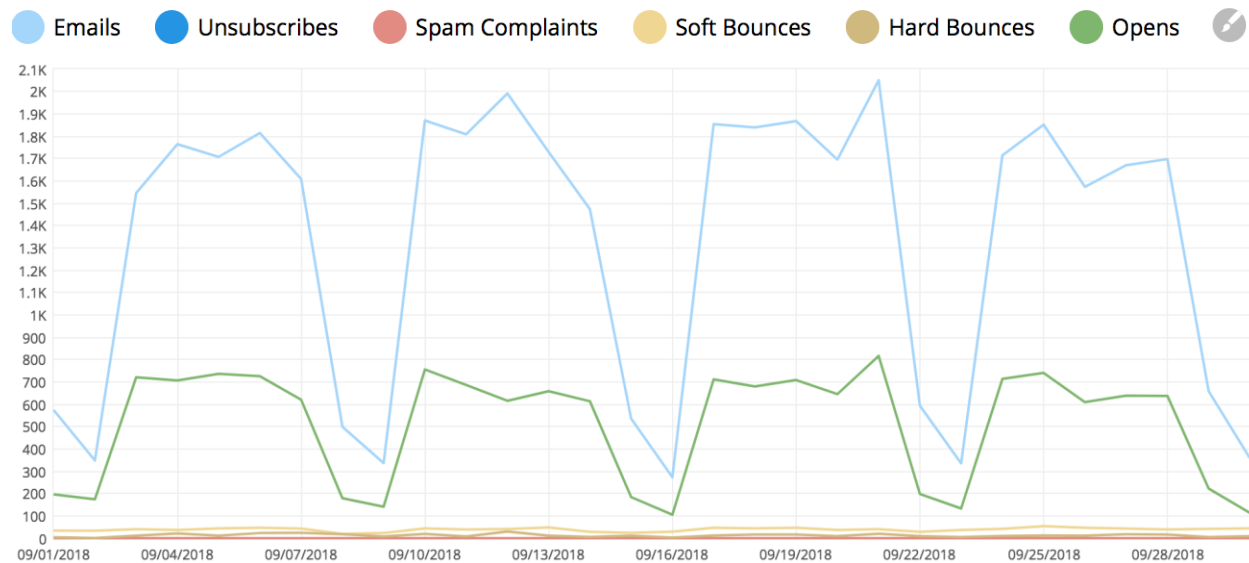


# The Bellevue Email Status and Deliverability Report

September 2018

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## 1. Email Usage Summary



### Summary

- A 30 day Email Usage report shows an average of 2,000 emails sent per day.
- Mails actually opened is at average, 30% of emails sent. (Higher numbers are better)

### Recommendations

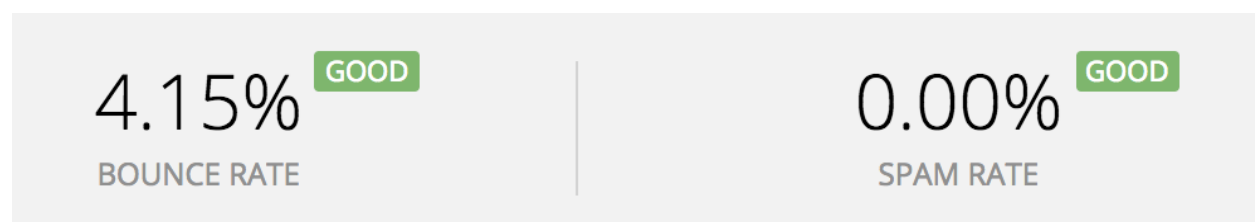
- Aim for high email open rate and low hard and soft bounces.
- Limit use of autoresponder emails that auto replies to spam emails as well, schedule autoresponder only when needed. A ticketing system can be used for customer touchpoints such as reservations and front office emails.
- Sending emails only to subscribed contacts, or regular contacts for transactional emails can further improve email open rate.

### 1.1 Top 20 Sender List (30day period)

High email sending for top users are mostly due to Autorespond setup and regular transactional emails.

|    | Sender Address                    | Count | Avg Size | Total    |
|----|-----------------------------------|-------|----------|----------|
| 1  | reservations@thebellevuebohol.com | 4,887 | 148 kB   | 707 MB   |
| 2  | reservations@thebellevue.com      | 4,623 | 273 kB   | 1,232 MB |
| 3  | reservations@thebhotel.com        | 2,057 | 166 kB   | 334 MB   |
| 4  | reservations@thebhotelqc.com      | 802   | 133 kB   | 104 MB   |
| 5  | sborromeo@thebellevue.com         | 680   | 281 kB   | 186 MB   |
| 6  | ytapang@thebellevue.com           | 561   | 558 kB   | 306 MB   |
| 7  | salescenter.cf@thebellevue.com    | 543   | 2,041 kB | 1,082 MB |
| 8  | kcarcido@thebellevue.com          | 523   | 1,549 kB | 791 MB   |
| 9  | ap@thebellevuebohol.com           | 503   | 917 kB   | 451 MB   |
| 10 | mlontok@thebellevue.com           | 500   | 47 kB    | 23 MB    |
| 11 | salescenter.mc@thebellevue.com    | 400   | 922 kB   | 360 MB   |
| 12 | rlopez@thebellevue.com            | 394   | 1,054 kB | 406 MB   |
| 13 | nbanega@thebhotelqc.com           | 393   | 696 kB   | 267 MB   |
| 14 | iboto@thebhotelqc.com             | 388   | 820 kB   | 311 MB   |
| 15 | mrecio@thebellevue.com            | 386   | 19 kB    | 7,172 kB |
| 16 | lazarias@thebellevue.com          | 373   | 927 kB   | 338 MB   |
| 17 | easiddao@thebhotelqc.com          | 358   | 640 kB   | 224 MB   |
| 18 | purchasing@thebellevuebohol.com   | 351   | 567 kB   | 194 MB   |
| 19 | rella@thebellevue.com             | 344   | 412 kB   | 139 MB   |
| 20 | salescenter.gp@thebellevue.com    | 327   | 1,177 kB | 376      |

## 2. Bounce Rate and Spam Rate



### Summary

- Hard and Soft Bounces are on a very acceptable 2%-4%. (Lower numbers are better)
- Spam complaints are at very good 0%. (Lower numbers are better)

## Recommendations

- Limit use of autoresponder emails that auto replies to spam emails as well, schedule autoresponder only when needed. A ticketing system can be used for customer touchpoints such as reservations and front office emails.
- Refrain from sending emails to recipients that are bouncing back either as a Soft Bounce or Hard Bounce.
- To keep the good Spam Rate, make sure to send emails to subscribed contacts only, or responding to transactional emails. Protect email login details from being compromised and being used for spam sending.
- Do not click on links or open attachments from unknown and suspicious senders as this may be a phishing email.

Here are some anti-phishing resources that can be used for user education.

<https://www.sophos.com/en-us/lp/anti-phishing.aspx>

## 2.1 Bounce Weekly Breakdown Report

| Week Starting | Emails | Soft Bounces | Hard Bounces | Total Bounces | %     |
|---------------|--------|--------------|--------------|---------------|-------|
| 2018-10-01    | 10,138 | 370          | 182          | 552           | 5.44% |
| 2018-09-24    | 9,521  | 311          | 81           | 392           | 4.12% |
| 2018-09-17    | 10,233 | 280          | 87           | 367           | 3.59% |
| 2018-09-10    | 9,679  | 253          | 88           | 341           | 3.52% |
| 2018-09-03    | 9,273  | 253          | 116          | 369           | 3.98% |
| 2018-08-27    | 8,414  | 274          | 54           | 328           | 3.9%  |
| 2018-08-20    | 8,502  | 211          | 61           | 272           | 3.2%  |
| 2018-08-13    | 9,088  | 218          | 65           | 283           | 3.11% |
| 2018-08-06    | 9,348  | 265          | 96           | 361           | 3.86% |
| 2018-07-30    | 8,834  | 249          | 164          | 413           | 4.68% |
| Total         | 93,030 | 2,684        | 994          | 3,678         | 3.95% |

## 2.2 Email Bounce Samples

| Date and Time          | Type   | Sender  | Subject  |   |
|------------------------|--------|---|--|---|
| 09/30/2018 11:52:31 PM | Soft   | reservations@thebellevuebohol.com   | Out of Office Reply  | RTNotification@erevm<br>ax.co.uk          |
| 09/30/2018 10:29:48 PM | Soft   | lamian@thebellevuebohol.com   | SEPTEMBER 30, 2018 GUEST<br>FEEDBACK AND F&B DAILY REPORT          | esanjuan@bellevueboh<br>ol.com            |
| 09/30/2018 10:13:23 PM | Reject | reservations@thebellevue.com  | Out of Office Reply  | noreply@expediapartn<br>ercentral.com     |
| 09/30/2018 10:13:14 PM | Soft   | 347689887000010045c02-b18273-f87385d4789b45d0b1b58157649bd5c@mg.expediapartnercentral.com | You have new positive Real-time<br>Feedback at The Bellevue Manila | powergrow.hk@gmail.<br>com                |
| 09/30/2018 10:07:45 PM | Soft   | mrecio@thebellevue.com  | Out of Office Reply  | home_warranty_speci<br>al@keatingsllc.com |
| 09/30/2018 10:07:43 PM | Soft   | reservations@thebellevue.com  | Out of Office Reply  | home_warranty_speci<br>al@keatingsllc.com |
| 09/30/2018 9:58:11 PM  | Soft   | reservations@thebellevuebohol.com   | Out of Office Reply  | RTNotification@erevm<br>ax.co.uk          |
| 09/30/2018 8:55:11 PM  | Soft   | reservations@thebhotel.com  | Out of Office Reply  | RTNotification@erevm<br>ax.co.uk          |

|                              |      |                                   |   |  |
|------------------------------|------|-----------------------------------|---|--|
| <b>09/30/2018 8:32:00 PM</b> | Soft | reservations@thebellevuebohol.com | Out of Office Reply   | <a href="mailto:RTNotification@erevm-ax.co.uk">RTNotification@erevm-ax.co.uk</a>                                     |
| <b>09/30/2018 8:07:04 PM</b> | Soft | mrecio@thebellevue.com            | Out of Office Reply   | <a href="mailto:crepe-erase-body-care@kimiltia.com">crepe-erase-body-care@kimiltia.com</a>                           |
| <b>09/30/2018 8:07:03 PM</b> | Soft | reservations@thebellevue.com      | Out of Office Reply   | <a href="mailto:crepe-erase-body-care@kimiltia.com">crepe-erase-body-care@kimiltia.com</a>                           |
| <b>09/30/2018 7:42:33 PM</b> | Hard | aaratan@thebhotel.com             | Follow- up Re: Proposal for 18th Birthday of Ms. Sophia Quebengco on December 28, 2018 from B Hotel Alabamg | <a href="mailto:nigelangeloquebengco@gmail.com">nigelangeloquebengco@gmail.com</a>                                   |
| <b>09/30/2018 7:07:29 PM</b> | Soft | mrecio@thebellevue.com            | Out of Office Reply   | <a href="mailto:vivint_home_security_partner@cornerstone-fs.com">vivint_home_security_partner@cornerstone-fs.com</a> |
| <b>09/30/2018 7:07:28 PM</b> | Soft | reservations@thebellevue.com      | Out of Office Reply   | <a href="mailto:vivint_home_security_partner@cornerstone-fs.com">vivint_home_security_partner@cornerstone-fs.com</a> |
| <b>09/30/2018 6:46:02 PM</b> | Soft | reservations@thebellevuebohol.com | Out of Office Reply   | <a href="mailto:RTNotification@erevm-ax.co.uk">RTNotification@erevm-ax.co.uk</a>                                     |
| <b>09/30/2018 6:14:38 PM</b> | Soft | mrecio@thebellevue.com            | Out of Office Reply   | <a href="mailto:american.standard.wal-kin.tubs@lexievans.com">american.standard.wal-kin.tubs@lexievans.com</a>       |
| <b>09/30/2018 6:14:37 PM</b> | Soft | reservations@thebellevue.com      | Out of Office Reply   | <a href="mailto:american.standard.wal-kin.tubs@lexievans.com">american.standard.wal-kin.tubs@lexievans.com</a>       |
| <b>09/30/2018 5:28:51 PM</b> | Soft | mrecio@thebellevue.com            | Out of Office Reply   | <a href="mailto:back_pain_relief@best-gbvc.icu">back_pain_relief@best-gbvc.icu</a>                                   |
| <b>09/30/2018 5:28:51 PM</b> | Soft | reservations@thebellevue.com      | Out of Office Reply   | <a href="mailto:back_pain_relief@best-gbvc.icu">back_pain_relief@best-gbvc.icu</a>                                   |
|                              |      |                                   |   |  |

## 2.3 Spam Report Weekly Breakdown

| Week Starting     | Emails        | Complaints | %         |
|-------------------|---------------|------------|-----------|
| <b>2018-09-24</b> | 9,521         |            |           |
| <b>2018-09-17</b> | 10,233        |            |           |
| <b>2018-09-10</b> | 9,679         |            |           |
| <b>2018-09-03</b> | 9,273         |            |           |
| <b>2018-08-27</b> | 8,414         |            |           |
| <b>2018-08-20</b> | 8,502         |            |           |
| <b>2018-08-13</b> | 9,088         |            |           |
| <b>2018-08-06</b> | 9,348         |            |           |
| <b>2018-07-30</b> | 6,912         |            |           |
| Total             | <b>80,970</b> | <b>0</b>   | <b>0%</b> |

## 3. Full or near full Email Inbox

Full inbox will not be able to receive incoming emails.

Subsequent attempts to send emails will just send Autoresponders which may affect email reputation.

| Email Address                  | Usage                     | Percentage     |
|--------------------------------|---------------------------|----------------|
| <b>oesguerra@thebhotel.com</b> | <b>309.41 MB / 300 MB</b> | <b>103.14%</b> |
| oesguerra@thebhotel.com        | 309.41 MB / 300 MB        | 103.14%        |
| lgelilang@thebellevuebohol.com | 254.16 MB / 250 MB        | 101.66%        |
| lgelilang@thebellevuebohol.com | 254.16 MB / 250 MB        | 101.66%        |
| rrodeles@thebellevue.com       | 253.31 MB / 250 MB        | 101.32%        |
| rrodeles@thebellevue.com       | 253.31 MB / 250 MB        | 101.32%        |
| cpascual@thebellevue.com       | 252.43 MB / 250 MB        | 100.97%        |
| cpascual@thebellevue.com       | 252.43 MB / 250 MB        | 100.97%        |
| rsamonte@thebhotelqc.com       | 252.02 MB / 250 MB        | 100.81%        |
| rsamonte@thebhotelqc.com       | 252.02 MB / 250 MB        | 100.81%        |
| jcanlas@thebhotelqc.com        | 251.73 MB / 250 MB        | 100.69%        |
| jcanlas@thebhotelqc.com        | 251.73 MB / 250 MB        | 100.69%        |
| mtorres@thebellevue.com        | 301.81 MB / 300 MB        | 100.60%        |
| mtorres@thebellevue.com        | 301.81 MB / 300 MB        | 100.60%        |
| pastry@thebellevuebohol.com    | 301.09 MB / 300 MB        | 100.36%        |
| pastry@thebellevuebohol.com    | 301.09 MB / 300 MB        | 100.36%        |
| kvalencia@thebhotelqc.com      | 250.79 MB / 250 MB        | 100.32%        |
| jdelacruz@thebellevue.com      | 250.65 MB / 250 MB        | 100.26%        |
| emanito@thebhotelqc.com        | 250.3 MB / 250 MB         | 100.12%        |
| murushima@thebellevue.com      | 250.19 MB / 250 MB        | 100.08%        |
| lasinas@thebellevue.com        | 250.09 MB / 250 MB        | 100.04%        |
| jdchan@thebellevue.com         | 1.87 GB / 1.95 GB         | 95.90%         |
| mglorioso@thebellevue.com      | 238.56 MB / 250 MB        | 95.42%         |
| aaquino@thebellevue.com        | 238.12 MB / 250 MB        | 95.25%         |
| baguilera@thebhotelqc.com      | 237.47 MB / 250 MB        | 94.99%         |
| avillacorta@thebellevue.com    | 466.93 MB / 500 MB        | 93.39%         |
| fb@thebellevuebohol.com        | 270.09 MB / 300 MB        | 90.03%         |
| eeje@thebhotel.com             | 215.12 MB / 250 MB        | 86.05%         |
| ndayang@thebellevuebohol.com   | 427.43 MB / 500 MB        | 85.49%         |
| jouano@thebhotel.com           | 205.71 MB / 250 MB        | 82.28%         |
| mmangalindan@thebellevue.com   | 386.21 MB / 500 MB        | 77.24%         |
| mrelevo@thebellevue.com        | 188.85 MB / 250 MB        | 75.54%         |
| gmencias@thebellevue.com       | 186.89 MB / 250 MB        | 74.76%         |
| xvillaabrille@thebellevue.com  | 373.44 MB / 500 MB        | 74.69%         |
| ctorres@thebellevuebohol.com   | 182.86 MB / 250 MB        | 73.14%         |
| jtiro@thebellevuebohol.com     | 179.99 MB / 250 MB        | 72.00%         |
| mavino@thebellevue.com         | 176.78 MB / 250 MB        | 70.71%         |