**Deliverability process**

**Stage 1 – Email lands in Junk folder**

* Render report received from Testing stipulates the test email was received in one of our accounts ‘junk folder’
* Request a ‘Litmus test report’
  + Add a job to the testing report of ‘Litmus Spam report’
  + Testing will generate a list of unique email addresses to be used and forward them to EDS
  + Add a job to the EDS board of ‘other’ Send a Litmus spam report. Add on the CRF to do sheet that email addresses will be supplied by testing
  + Testing will provide you with a Litmus report in PDF format

**Stage 2 – Analysing the Litmus Spam test report received**

* Main things to check are ‘Barracuda, Outlook, Gmail, Spam Assassin.’

**Scenarios’**

* *Email lands in junk folder in testing accounts, but passed all Litmus tests reports.*
  + *What does this mean, and what are our next steps in terms of what we do internally and communicate to the client*
* *The email ‘fails’ the Gmail/Outlook or other ISP test*
* *The email ‘fails’ Sender ID and Sender Framework*
* *The email fails or has a high ‘Spam Assasin Score’*

***Reasons in order for emails landing for clients having deliverability problems*** *( Reference. Dela’s Breakfast Seminar Slides)*

1. ***Data Source*** ( opted in list? Collected on line or in store..appended data/bought data)
2. ***Poor Bounce management***
3. ***Poor management of Feedback loops***
4. ***Irregular/Infrequent mailing***
5. ***Lack of Authentication***

***(SPF, SenderID, DKIM, Domain Keys etc.)***