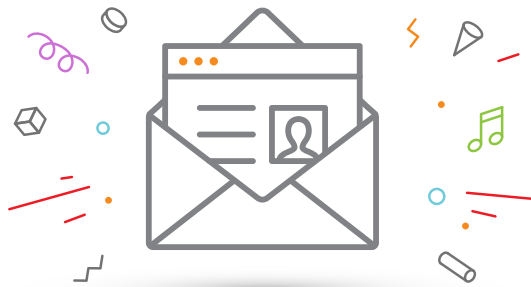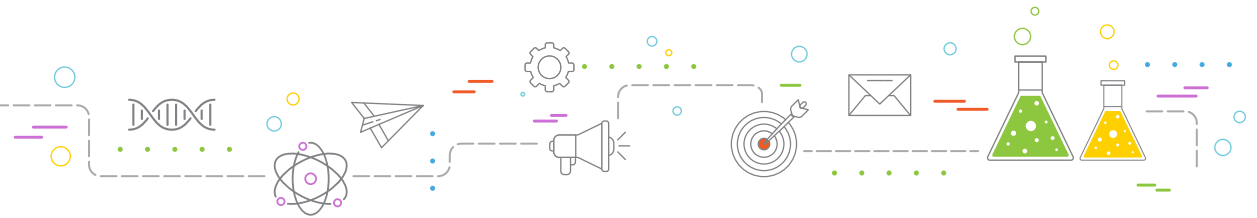# MARTECH'S
EMAIL MARKETING
PERIODIC TABLE

Breaking down the science of email deliverability and optimization.

MARTECH®

MarTech is marketing.

MARTECH'S
EMAIL MARKETING
PERIODIC TABLE

Successful email marketing is about more than just clicks and opens. An email address is the most valuable piece of information we can collect from our customers. This guide to success factors, toxins and traps will help you build relationships based on trust and send technically sound emails that land squarely where they belong: inboxes.

Email has long been one of the most reliable marketing channels for getting your messaging in front of your customers. Whether it's content in the form of a weekly newsletter, a personalized promotion or an important account update, marketers need to trust that their message will be delivered and that they've optimized those messages to get maximum engagement. This updated Email Marketing Periodic Table will tell you everything you need to know about sending emails that your customers want to receive and that inboxes won't block from being delivered.

Because email is one of the most complex ways you can communicate with customers and prospects – through different mail clients, different ISPs, mobile and desktop, etc. – there are a lot of obstacles that can get between you and your intended recipients.

Each element in this table represents a factor that you need to consider to be successful in email. The elements are gathered into categories based on their relationships to one another, and the categories are designated as related to either Optimization or Deliverability. Further down on the table, you'll see Toxins, a category for practices that can poison your email marketing efforts, and Traps, which you'll want to avoid falling into.

This updated Email Marketing Periodic table adds a few new elements and a new category, Compliance, that addresses recent and ongoing developments tied to state laws, inclusion and more. We have also changed our language to refer to safelists and blocklists, terms which are inclusive and respectful to all.

Digital marketing is indeed an art, but it is also a science. We hope this tool serves as an essential reference for your experiments.

Kim Davis,
Editorial Director

CO-AUTHORS

Jennifer Cannon
Client Success Manager, ShotFlow

Kim Davis
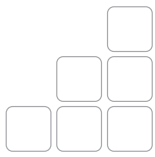Editorial Director, MarTech

EDITOR

Cynthia Ramsaran
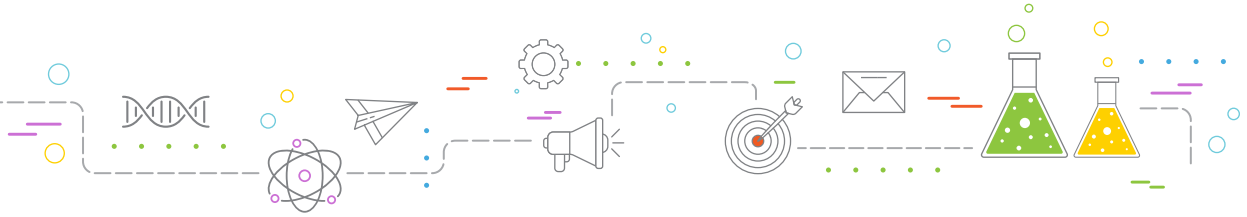Director of Custom Content, Third Door Media

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Research Director, Third Door Media

Henry Powderly
VP of Content, Third Door Media

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MARTECH'S EMAIL MARKETING PERIODIC TABLE

OPTIMIZATION

Ai +Op — ARTIFICIAL INTELLIGENCE — Segmentation, personalization, even messaging are starting to fall to the machines. — EXPERIMENTAL

Ck +Op — CLICK — Clicks lead to conversions. — AUDIENCE

L +Op — LISTS — Grow your list, but avoid purchasing email addresses. — AUDIENCE

Am +Op — AMP — Accelerated Mobile Pages (AMP), also known as dynamic emails. — EXPERIMENTAL

E +Op — EMAIL ADDRESS — The most valuable info we can get from our customers. — AUDIENCE

Me +Op — PERSONALIZATION — Create content that is made for each individual subscriber. — AUDIENCE

Sg +Op — SEGMENTATION — Divide up your list based on specific audience attributes. — AUDIENCE

Cl +Op — CALENDAR — Successful marketers have a strategic schedule for email campaigns. — CONTENT

R +Op — RELEVANCE — Audiences won't care about unrelated content. Use your data. — CONTENT

Sj +Op — SUBJECT LINE — Describes intent of email. Captures recipients' interest. — CONTENT

Bm +Op — BRAND INDICATORS FOR MESSAGING IDENTIFICATION — Place your logo next to your name in your customer's inbox. — EXPERIMENTAL

Eg +Op — ENGAGEMENT — Opens, clicks, forwards, replies, shares and more. — AUDIENCE

O +Op — OPEN — Get your audience to open your emails. — AUDIENCE

Sq +Op — SEND FREQUENCY — There is such thing as too many emails. Be smart. — AUDIENCE

Iv +Op — INTERACTIVE — Interactive emails will drive engagement from subscribers. — CONTENT

Rd +Op — READABILITY — Scannable and easy-to-read copy improves engagement. — CONTENT

St +Op — STRUCTURE — HTML or plain text design. — CONTENT

V +Op — VOICE — Think about how your email would land if read out loud. — EXPERIMENTAL

I +Op — INBOX — Strategy can change depending on the subscriber's email client. — AUDIENCE

Pc +Op — PREFERENCE CENTER — Give subscribers a portal to update their preferences. — AUDIENCE

T +Op — SEND TIME — The delivery time is a strategic element. Don't overlook it. — AUDIENCE

Mj +Op — EMOJI — Emojis can make your message more relatable. — CONTENT

Rs +Op — RESPONSIVE — Your design should adjust to all devices, desktop, tablet or mobile. — CONTENT

Tr +Op — TRANSACTIONAL — Your confirmation emails should get the same level of scrutiny. — CONTENT

TOXINS

Ih +Op — IMAGE HEAVY — Too many images will slow loading, and customers may not wait. — TOXINS

Nr +Op — NO-REPLY — Use a reply-to address or you'll end up in the junk box. — TOXINS

S +Op — URL SHORTENERS — Shorteners are used in phishing, so inboxes send them to spam. — TOXINS

DELIVERABILITY

Dn +Dv — DOMAIN NAME SYSTEM — DNS is the 'phonebook of the internet' — INFRASTRUCTURE

P3 +Dv — POP3 SERVER — Inbound server protocol servers enable inbound email. — INFRASTRUCTURE

Ss +Dv — SMTP SERVER — Simple mail transfer protocol servers enable outbound mail. — INFRASTRUCTURE

Ac +Dv — ADA COMPLIANCE — Meet basic accessibility requirements. — COMPLIANCE

Lt +Dv — LOGO TRADEMARK OWNERSHIP — Own the trademark for your logo, or tactics like BIMI won't be possible. — COMPLIANCE

P +Dv — PERMISSION — Get explicit and informed consent to send messages to contacts. — COMPLIANCE

Fl +Dv — FEEDBACK LOOPS — These make sure complaints get back to the sender so you can act on them. — INFRASTRUCTURE

Rm +Dv — REPUTATION MANAGEMENT — These tools are necessary to manage sender and IP reputations. — INFRASTRUCTURE

Ua +Dv — MAIL USER AGENT — The program that makes sending and receiving possible. — INFRASTRUCTURE

In +Dv — OPT-IN — Don't email anyone who hasn't opted-in. — COMPLIANCE

Od +Dv — SENDER DOMAIN — You must own the domain you are sending from. — COMPLIANCE

Ph +Dv — PHYSICAL ADDRESS — Put the sender's street address in the body of email. — COMPLIANCE

Ip +Dv — IP ADDRESS — Choose wisely between Shared, Dedicated and Pooled IPs. — INFRASTRUCTURE

Sd +Dv — SUBDOMAINS — Use a branded domain under a top-level domain to thwart phishing. — INFRASTRUCTURE

Vc +Dv — VERIFIED MARK CERTIFICATE — Verified Mark Certificate must be issued to senders using BIMI. — INFRASTRUCTURE

Si +Dv — SAFELISTS — Become a user-approved sender. — TRUST

La +Dv — LAWS — Be aware of local, state and international laws and regulations. — COMPLIANCE

Oo +Dv — OPT-OUT — Give users the ability to stop receiving email. — COMPLIANCE

In2 +Dv — DOUBLE OPT-IN — Double opt-in boasts better engagement and open rates. — COMPLIANCE

Mt +Dv — MAIL TRANSFER AGENT — Inbound server protocol servers enable inbound email. — INFRASTRUCTURE

Sf +Dv — SENDER POLICY FRAMEWORK — Email authentication method stops spammers from forging your domain. — INFRASTRUCTURE

Dm +Dv — DMARC — Authentication that prevents domain spoofing. — INFRASTRUCTURE

Sr +Dv — SENDER REPUTATION — This is how the inbox platforms measure trust and determine placements. — TRUST

TOXINS

Cm +Dv — COMPLAINTS — When your recipient marks the email as spam, it's bad — TOXINS

Hb +Dv — HARD BOUNCE — This permanent delivery failure means the email is bad. Remove it. — TOXINS

Pl +Dv — PURCHASED LISTS — The law makes it possible to buy or rent email lists, as it doesn't require you to get the recipients' consent before contacting them. — TOXINS

Sb +Dv — SOFT BOUNCE — Full mailboxes or vacation responders can cause these failures. — TOXINS

TRAPS

Bl +Dv — BLOCKLIST — If you land on a list of unreputable, untrustworthy senders, it's over. — TRAPS

Cf +Dv — CORPORATE FILTERS — Usually a less forgiving filter for corporate email servers. — TRAPS

Df +Dv — DESKTOP FILTERS — Recipients can filter their own incoming email. Stay relevant. — TRAPS

Gt +Dv — GRAY SPAM TRAPS — ISPs use recycled email addresses to flag spammers. — TRAPS

Pt +Dv — PRISTINE TRAPS — Fake email address will flag you as a spammer. — TRAPS

Sf +Dv — SPAM FILTERS — These program detect unsolicited email and they are hard to fool. — TRAPS

Tt +Dv — TYPO TRAPS — A purposefully misspelled domain is a common spam tactic. — TRAPS

Legend

Ex +Op — CORRELATION / ELEMENT SYMBOL / EXAMPLE — Element description example — ELEMENT NAME / DESCRIPTION / CATEGORY — EXAMPLE CATEGORY
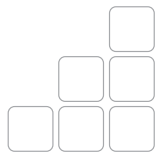
MARTECH — MarTech is marketing.

Email is a pivotal channel for marketing teams. This guide breaks down the elements to consider (and avoid) for building campaigns that deliver and delight your customers.
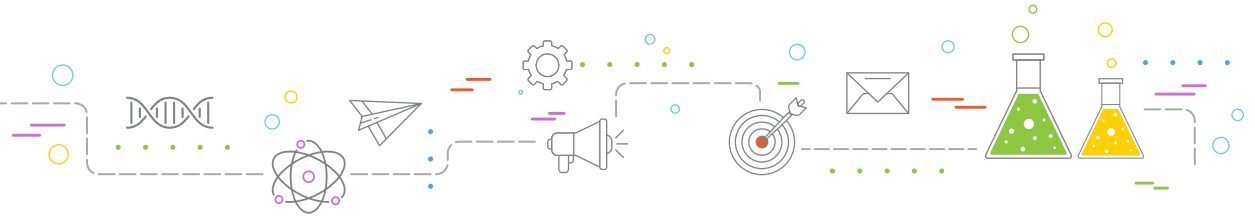
MARTECH — MarTech is marketing.

COMPLIANCE

Before you send emails, you must ensure that your audience has given you **Permission (P)** to send emails to them. Permission means that the recipient has given you explicit and informed consent to send messages to them. This happens when your subscribers **Opt-in (In)** through a sign-up form.

The first thing that your email system should trigger is a **Double opt-in (In2)** email. The double opt-in requires the subscriber to confirm that they sincerely want to receive emails from you or your brand. This can be executed as a "welcome" email.

The second agreement from the subscriber is critical. It stops people and bots that put in email addresses that don't belong to them. Legally, under the United States' CAN-SPAM Act, you must share your **Physical address (Ph)**. You are also required to own the sender domain that your emails come from and include an **Opt-out (Oo)** for subscribers who want to stop receiving your emails.

Another critical component of email law is compliance with the **Americans with Disabilities Act (Ac)**. To meet basic accessibility requirements, your emails must maintain a logical reading order; this includes using heading elements in code and proper color contrast between your text, other content and the background you choose..

It is absolutely critical to understand the **Laws (La)** when you are collecting information from your subscribers. Laws include the California Consumer Protection Act (CCPA), General Data Protection Regulation (GDPR) and Canadian Anti-Spam Law (CASL). In the United States alone, 16 different states are currently trying to create privacy laws as of May 2021.

|		
Ac +Dv ADA COMPLIANCE Meet basic accessibility requirements. COMPLIANCE	**Lt** +Dv LOGO TRADEMARK OWNERSHIP Own the trademark for your logo, or tactics like BIMI won't be possible. COMPLIANCE	**P** +Dv PERMISSION Get explicit and informed consent to send messages to contacts. COMPLIANCE
In +Dv OPT-IN Don't email anyone who hasn't opted-in. COMPLIANCE	**Od** +Dv SENDER DOMAIN You must own the domain you are sending from. COMPLIANCE	**Ph** +Dv PHYSICAL ADDRESS Put the sender's street address in the body of email. COMPLIANCE
La +Dv LAWS Be aware of local, state and international laws and regulations. COMPLIANCE	**Oo** +Dv OPT-OUT Give users the ability to stop receiving email. COMPLIANCE	**In2** +Dv DOUBLE OPT-IN Double opt-in boasts better engagement and open rates. COMPLIANCE

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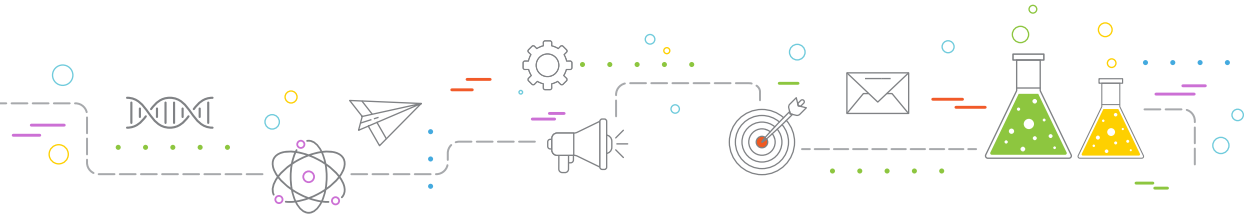
TRUST

Si	+Dv
SAFELISTS Become a user-approved sender.	
TRUST	

Sr	+Dv
SENDER REPUTATION This is how the inbox platforms measure trust and determine placements.	
TRUST	

Landing on **Safelists (Sl)** is one of the best ways to ensure your messages are getting to your subscriber's inbox. It is also one of the most important strategies for building a positive **Sender Reputation (Sr)**. Sender reputation refers to the reputation of your email-sending IP address that signals to email inbox providers whether or not you're a spammer. Depending on your email service provider (ESP), monitoring your sender reputation may require investment in additional software.
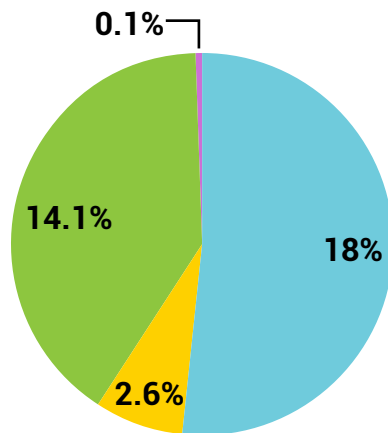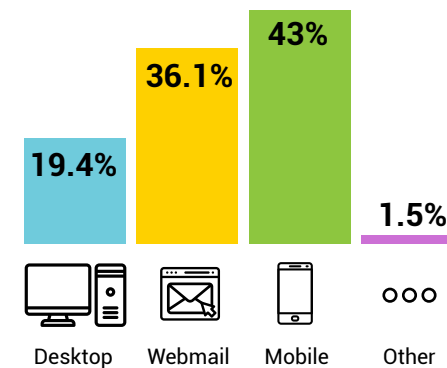
OVERALL EMAIL MARKETING STATISTICS FOR 2020:

- 0.1%
- 14.1%
- 2.6%
- 18%

- ■ Average open rate
- ■ Average click-through rate
- ■ Average click-to-open rate
- ■ Average unsubscribe rate

Source: 2021 Global Email Benchmarks; Campaign Monitor

HOW ARE MOST EMAILS OPENED?

- Desktop 19.4%
- Webmail 36.1%
- Mobile 43%
- Other 1.5%

Source: Email opens Jan. - March 2021; Litmus.com

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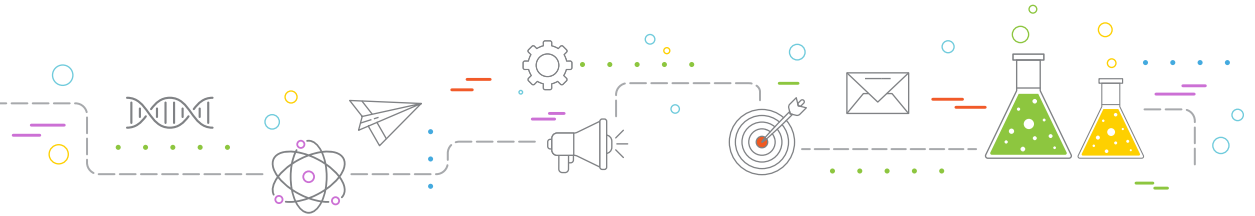
INFRASTRUCTURE

The **Domain Name System (Dns)** is known as the phonebook of the internet. The DNS maps a domain name to the **IP (Ip)** address hosting the website and the IP sending mail for a particular entity with a different domain name.

A **Mail Transfer Agent (Mt)** is the software that transfers electronic messages from one user to another by using a **SMTP server (Ss)** which enables outbound email. A **Mail User Agent (UA)** is the software that enables emails to be sent and received. These two separate pieces are key to getting emails through to your customers and prospects.
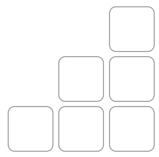
A **Sender Policy Framework (Sf)** is also required as an email authentication method which detects forged sender addresses during the delivery of your email. On the other end, the user's inbox uses a **POP3 Server (P3)**. When subscribers complain, **Feedback Loops (Fl)** ensure that these complaints are routed to the sender so they can be acted upon.

Typically, your IP address will be associated with a domain name or a subdomain through the Domain Name System. **Subdomains (Sd)** help your customers recognize your brand's name through the top-level domain; this prevents phishing attempts.
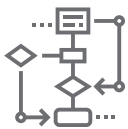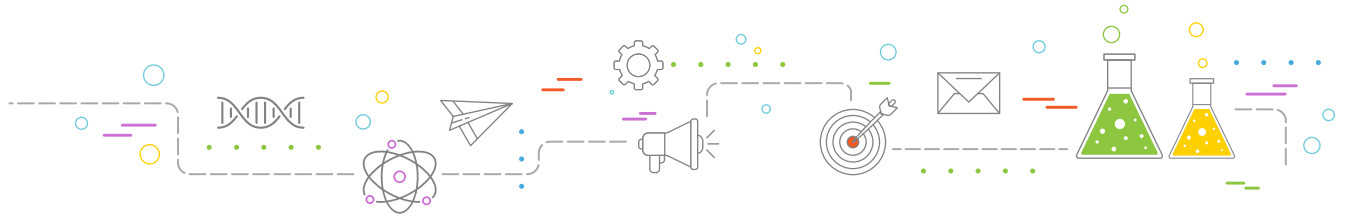

If you are considering adding BIMI (see Experimental), two critical steps come first. **Logo Trademark Ownership (Lt)** is a key element that is necessary for implementing BIMI. You also need to apply for a **Verified Mark Certificate (Vc)**. Lastly, for the brand's logo to be displayed, the email must pass **DMARC (Dm)** authentication checks, ensuring that the organization's domain has not been impersonated.

Dn +Dv	P3 +Dv	Ss +Dv
DOMAIN NAME SYSTEM DNS is the 'phonebook of the internet'	**POP3 SERVER** Inbound server protocol servers enable inbound email.	**SMTP SERVER** Simple mail transfer protocol servers enable outbound mail.
INFRASTRUCTURE	INFRASTRUCTURE	INFRASTRUCTURE
Fl +Dv	**Rm** +Dv	**Ua** +Dv
FEEDBACK LOOPS These make sure complaints get back to the sender so you can act on them.	**REPUTATION MANAGEMENT** These tools are necessary to manage sender and IP reputations.	**MAIL USER AGENT** The program that makes sending and receiving possible.
INFRASTRUCTURE	INFRASTRUCTURE	INFRASTRUCTURE
Ip +Dv	**Sd** +Dv	**Vc** +Dv
IP ADDRESS Choose wisely between Shared, Dedicated and Pooled IPs.	**SUBDOMAINS** Use a branded domain under a top-level domain to thwart phishing.	**VERIFIED MARK CERTIFICATE** Verified Mark Certificate must be issued to senders wanting to use BIM.
INFRASTRUCTURE	INFRASTRUCTURE	INFRASTRUCTURE
Mt +Dv	**Sf** +Dv	**Dm** +Dv
MAIL TRANSFER AGENT Inbound server protocol servers enable inbound email.	**SENDER POLICY FRAMEWORK** Email authentication method stops spammers from forging your domain.	**DMARC** Authentication that prevents domain spoofing.
INFRASTRUCTURE	INFRASTRUCTURE	INFRASTRUCTURE

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AUDIENCE

Building a positive relationship with your audience is another important component of email marketing; these relationships are critical for reaching your subscribers' **Inbox (I)**. A valid **email address (E)** is one of the most valuable pieces of information you can receive from your customers. Email addresses are typically uploaded by marketers as **Lists (L)** in the email service provider or database.

From here, you should be employing **Segmentation (Sg)** based on each subscriber's level of **Engagement (Eg)**. This includes **Opens (O)** and **Clicks (Ck)** on specific links within your email. Understanding what this data means about your audience will help drive strategic decisions in your email marketing program. For example, knowing what inbox providers your audience members are using will give you insight into how they view and interact with your messages and what tactics work best to help you meet your email marketing goals.

Send time (T) is another element that can assist you in reaching your audience; if your subscribers aren't opening emails sent first thing in the morning, try sending in the afternoon or evening. Finding the optimal send time can be challenging, but is certainly worth the investment of your time to determine what is best.
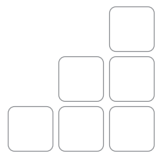
Personalization (Me) is a strategy that involves creating content specifically for the individual subscriber. It requires knowing about your audience (the actual people behind the email addresses) and how they prefer to consume your content. Providing a subscriber **Preference Center (Pc)** gives your audience a portal to update their communication preferences; it allows subscribers to choose what types of emails they want to receive, how often they want to receive them and the opportunity to opt-out from your messages.
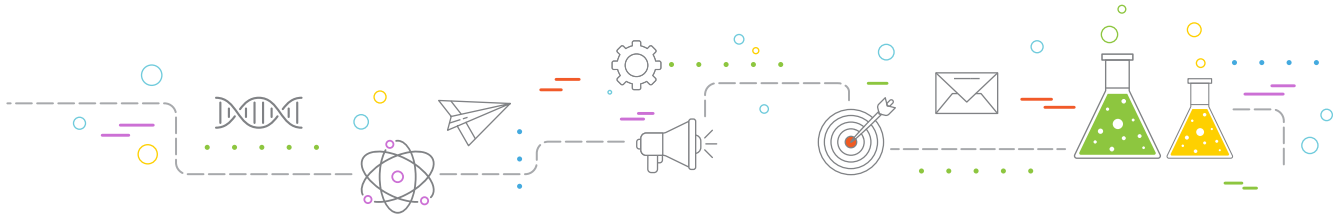
Send frequency (Sq) should be based on gauging how frequently your audience interacts with your emails. If you are sending too frequently, you may see a drop in your open rates. There is such a thing as sending too many emails, and your subscribers may not want to regularly receive messages that aren't directly relevant to them.

Ck +Op	L +Op	
CLICK Clicks lead to conversions.	**LISTS** Grow your list, but avoid purchasing email addresses.	
AUDIENCE	AUDIENCE	

E +Op	Me +Op	Sg +Op
EMAIL ADDRESS The most valuable info we can get from our customers.	**PERSONALIZATION** Create content that is made for each individual subscriber.	**SEGMENTATION** Divide up your list based on specific audience attributes.
AUDIENCE	AUDIENCE	AUDIENCE

Eg +Op	O +Op	Sq +Op
ENGAGEMENT Opens, clicks, forwards, replies, shares and more.	**OPEN** Get your audience to open your emails.	**SEND FREQUENCY** There is such thing as too many emails. Be smart.
AUDIENCE	AUDIENCE	AUDIENCE

I +Op	Pc +Op	T +Op
INBOX Strategy can change depending on the subscriber's email client.	**PREFERENCE CENTER** Give subscribers a portal to update their preferences	**SEND TIME** The delivery time is a strategic element. Don't overlook it.
AUDIENCE	AUDIENCE	AUDIENCE

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CONTENT

The content provided within the email is just as important as the infrastructure and strategy behind it. From creating compelling **Subject Lines (Sj)** that drive opens to using **Responsive** designs **(Rs)** that adjusts to all devices — mobile, desktop, etc. — the content of your email will be the main driver of results.

The **Structure (St)** of your email, whether HTML or plain text, should be scannable and easy to read. **Readability (Rd)** is a critical element to consider when building your emails, but have you evaluated whether the content is relevant to your audience? **Relevance (R)** is a key element to consider before sending an email. If your audience doesn't care about the content you deliver, they won't be opening your emails very often.
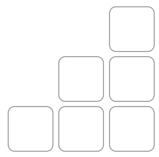
When it comes to relevance, having an email marketing **Calendar (Cl)** will help create a strategic schedule for your email campaigns. Use your data to determine what days and times have the highest engagement rates to build out your calendar.
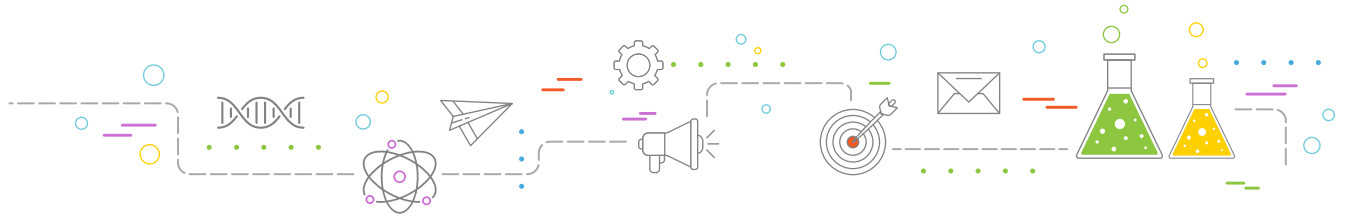
Most email service providers have new, innovative capabilities in their toolbox. **Interactive (Iv)** emails can drive increased engagement from subscribers. **Emojis (Mj)** are another element that can make your message more relatable. But knowing your audience should be the driving force behind whether you implement emojis in your subject lines and emails.

Transactional (Tr) emails do not require the recipient to opt-in as they are confirmation emails triggered by a user's action. These emails provide an opportunity to gain new subscribers with a simple call-to-action.

Cl +0p CALENDAR Successful marketers have a strategic schedule for email campaigns. CONTENT	**R** +0p RELEVANCE Audiences won't care about unrelated content. Use your data. CONTENT	**Sj** +0p SUBJECT LINE Describes intent of email. Captures recipients' interest. CONTENT
Iv +0p INTERACTIVE Interactive emails will drive engagement from subscribers. CONTENT	**Rd** +0p READABILITY Scannable and easy-to-read copy improves engagement. CONTENT	**St** +0p STRUCTURE HTML or plain text design. CONTENT
Mj +0p EMOJI Emojis can make your message more relatable. CONTENT	**Rs** +0p RESPONSIVE Your design should adjust to all devices, desktop, tablet or mobile. CONTENT	**Tr** +0p TRANSACTIONAL Your confirmation emails should get the same level of scrutiny. CONTENT

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TOXINS

There are several toxic elements that you need to be aware of before creating and sending your email. **Hard bounces (Hb)** are permanent delivery failures that indicate an email address is invalid; removing these email addresses will significantly improve your deliverability. **Soft bounces (Sb)** are caused by full mailboxes or vacation responders. While these aren't as detrimental as hard bounces, it is important to keep an eye on these email addresses as some may need to be removed if they continue to result in soft bounces.

Using a **No-reply (Nr)** email address will typically send your emails directly to the junk folder. Use a reply-to address instead, and reap the benefits of higher delivery rates and brand awareness by including your brand's domain in your sending address. When your recipient marks an email as spam, it is considered a **Complaint (Cm)**. Too many complaints will hurt your deliverability rate and sender reputation.

Legally, you are allowed to buy or rent email addresses, and the law does not require consent from the recipient. Using a **Purchased List (Pl)** is one of the quickest ways to end up on a blocklist.

Your email content can also contain toxic elements. **URL Shorteners (S)** are commonly used in phishing attempts, and inbox providers flag shortened URLs as spam. **Image Heavy (Ih)** emails that take a long time to load will aggravate subscribers who may mark your email as spam or simply unsubscribe from your email program.

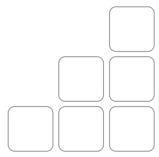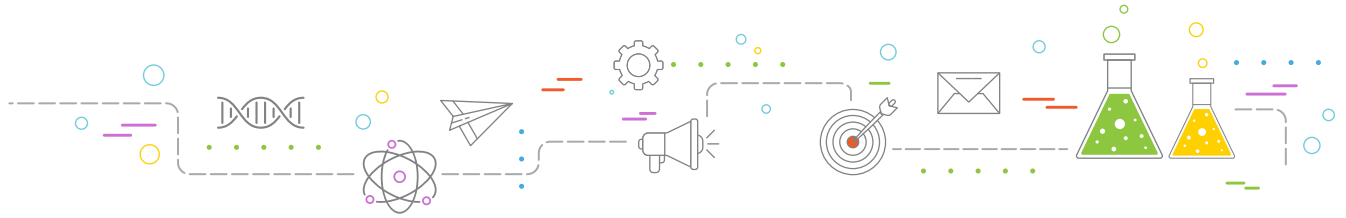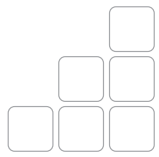|		
Ih +Op **IMAGE HEAVY** Too many images will slow loading, and customers may not wait. TOXINS	**Nr** +Op **NO-REPLY** Use a reply-to address or you'll end up in the junk box. TOXINS	**S** +Op **URL SHORTENERS** Shorteners are used in phishing, so inboxes send them to spam. TOXINS
Cm +Dv **COMPLAINTS** When your recipient marks the email as spam, it's bad TOXINS	**Hb** +Dv **HARD BOUNCE** This permanent delivery failure means the email is bad. Remove it. TOXINS	**Pl** +Dv **PURCHASED LISTS** The law makes it possible to buy or rent email lists, as it doesn't require you to get the recipients' consent before contacting them. TOXINS
Sb +Dv **SOFT BOUNCE** Full mailboxes or vacation responders can cause these failures. TOXINS		

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TRAPS

Toxic elements may be detrimental to your email marketing, and traps will hurt your efforts even further. There are several types of traps, usually configured by a company's IT department, that will ensure your messages are never seen by the intended recipient. **Corporate Filters (Cf)** are an unforgiving filter for corporate email servers.

Desktop Filters (Df) are filters that your subscribers set up in their own inboxes. Consistently relevant content can help you stay in the inbox. Falling into too many spam folders will significantly impact your sender reputation and delivery rates. If you land on a **Blocklist (Bl)**, a list of unreputable and untrustworthy senders, you'll run into a lot of trouble trying to get your emails to your subscribers,
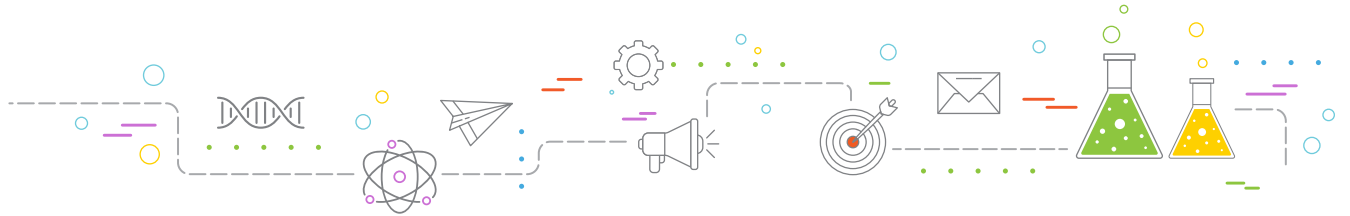
Internet service providers (ISPs) also have traps that can hurt your email deliverability. **Grey Spam Traps (Gt)** are set up by ISPs using recycled email addresses to flag spammers. **Pristine Traps (Pt)**, on the other hand, are fake email addresses created by either corporate IT departments or the ISPs themselves to identify and redirect spammers to the **Spam Filter (Sf)**.

Bl +Dv	Cf +Dv	Df +Dv
BLOCKLIST If you land on a list of unreputable, untrustworthy senders, it's over.	**CORPORATE FILTERS** Usually a less forgiving filter for corporate email servers.	**DESKTOP FILTERS** Recipients can filter their own incoming email. Stay relevant.
TRAPS	TRAPS	TRAPS

Gt +Dv	Pt +Dv	Sf +Dv
GRAY SPAM TRAPS ISPs use recycled email addresses to flag spammers.	**PRISTINE TRAPS** Fake email address will flag you as a spammer.	**SPAM FILTERS** These program detect unsolicited email and they are hard to fool.
TRAPS	TRAPS	TRAPS

Tt +Dv
TYPO TRAPS A purposefully misspelled domain is a common spam tactic.
TRAPS

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EXPERIMENTAL

Ai +0p	Am +0p	Bm +0p
ARTIFICIAL INTELLIGENCE Segmentation, personalization, even messaging are starting to fall to the machines.	**AMP** Accelerated Mobile Pages (AMP), also known as dynamic emails.	**BRAND INDICATORS FOR MESSAGING IDENTIFICATION** Place your logo next to your name in your customer's inbox.
EXPERIMENTAL	EXPERIMENTAL	EXPERIMENTAL

V +0p
VOICE Think about how your email would land if read out loud.
EXPERIMENTAL

Everyone is talking about **Artificial Intelligence (Ai)** right now. AI is rapidly evolving and will likely be part of nearly every business process in the future. For email, strategies including segmentation, personalization and messaging will be quick-wins in the near future for implementing artificial intelligence in an email marketing program.

Accelerated Mobile Pages (Am), also known as AMP for Email, are dynamic emails that allow email marketers to embed interactive features — rotating carousel images, confirmation buttons and even direct purchase calls-to-action. While many brands are experimenting with the different atoms of AMP elements, the ultimate goal is to drive customer conversions (purchases) directly in the body of the email without ever visiting the website.

Brand Indicator for Messaging Identification (Bm), known also as BIMI, is an experimental element that brands have been buzzing about since the concept was first introduced several years ago. The idea is that with the combination and proper configuration of elements from the Trust and Infrastructure families, brands will be able to display their logos next to the sender name in the inbox.

Currently in beta with Verizon Media Group and Yahoo Mail, BIMI is one element you need to start investing your time in to properly configure everything necessary for implementation. This includes DMARC, VMC, and ensuring that your organization owns the trademark to your logos.

Voice Assistants (V) are everywhere, taking commands from mobile users and repeating information back to people regularly. Have you considered how your subject line or your email will read aloud to your audience using voice assistance? Use too much text, and your subscriber will probably lose interest seconds in. Too little text and your message will be easily forgettable. Finding the right balance will take practice, but with more emerging voice-enabled devices coming to the marketplace, Voice is an element worth experimenting with.

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