



Webinar October 2025

October 23, 2025

Introductions

Presenters



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Reminders

- Attendees' mics are muted 🎤
- Questions? Please chat 💬
- Recording will be emailed 📧

Topics We'll Cover Today

- Upcoming Features
 - AMP for Email
- **Special Topic: Email Deliverability**



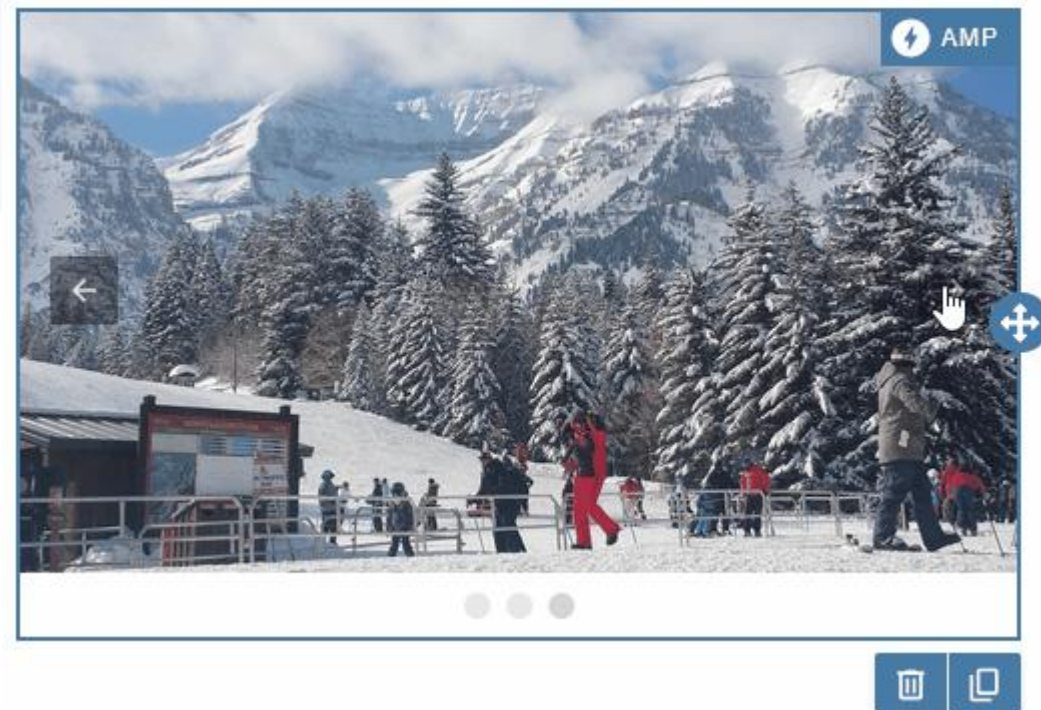


Sneak Peek: Upcoming Enhancements

Coming Soon

- **Image Carousels via AMP**

- Insert dynamic image carousels for more interactive emails.
- AMP is a specification that requires sender registration from major email clients (notably Gmail and Yahoo).
- Only one registration form submission needed to register with email clients.
- More information about registration coming soon!





Special Topic: Email Deliverability

Email Deliverability Overview

Deliverability = getting your email to land in the recipient's inbox—not just be accepted by the server

Why it matters:



Boosts Campaign ROI

More emails reaching inboxes = higher engagement and conversions.



Builds and Protects Your Sender Reputation

Your reputation determines whether future messages are trusted—or filtered out.



Hard to Rebuild Once Lost

One poor send can damage your score and take weeks to recover.



Content Only Works If It's Seen

Even the best message fails if it never reaches your audience.

Core Factors



Sender Reputation



**Authentication Protocols
(SPF, DMARC, DKIM)**



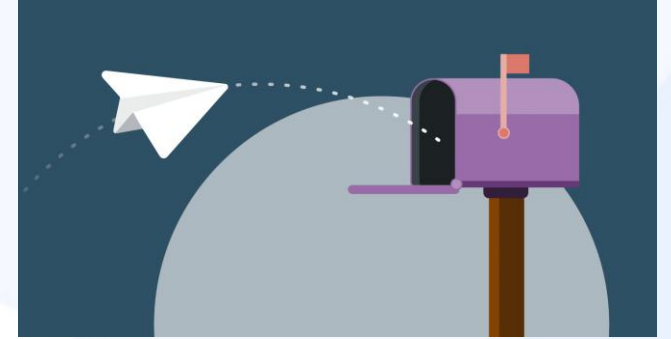
List Hygiene



Content and Design

Deliverability: You Own It, We Advise

- Your sending behavior drives deliverability outcomes.
- Ascent360 provides infrastructure, authentication, and **high-level monitoring** via SendGrid.
- You control:
 - List quality
 - Content
 - Sending cadence
- 🚨 We advise and support — but your reputation = your ownership.



Changing Deliverability Landscape

- **What Changed?**
- **Key Updates**

February 2023

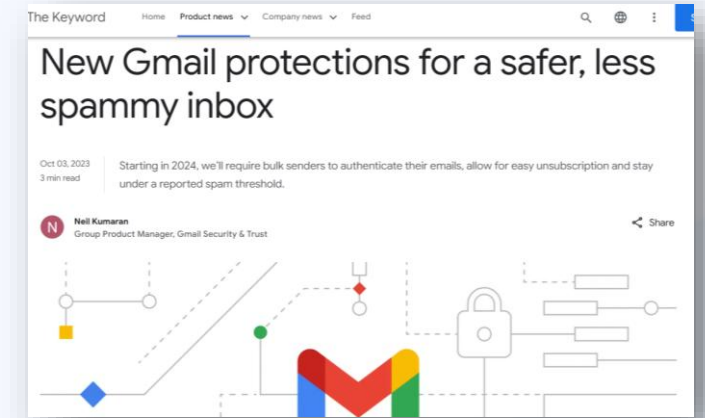
Gmail announces Bulk Sender Requirements:

1. DMARC Required
2. Spam complaint threshold: <0.3%
3. Clear unsubscribe option required

Feb. 2023 to Summer 2025

Gmail begins slowly enforcing these requirements.

- **Ongoing**
 - AI-driven monitoring for engagement
 - Low engagement = higher chance of landing in spam



Email Deliverability: Best Practices

Segmentation

- Send relevant content to active users
- Re-engagement campaigns

Monitoring Tools

- Postmaster tools (Google, Microsoft)
- Third-party tools

Consistent sending patterns

- Avoid erratic volume spikes

Common Pitfalls

- Buying emails lists
- Ignoring engagement

The screenshot shows a web-based filter configuration interface. At the top, a purple header bar contains the text "Email Permission Status" and three icons: a triangle, a circle, and a square. Below the header, a white box displays "Equals : Yes" and "Raw Count: 0". A green button with the text "AND" and a downward arrow is positioned to the right of a plus icon. Below this, two filter boxes are stacked. The first filter box has a purple header "Last Email Opened Date" and contains the text "Between : Between dateadd(Year, -2, getdate()) And dateadd(Day,-0, getdate())" and "Raw Count: 0". The second filter box has a purple header "Last Email Click Date" and contains the same text and "Raw Count: 0". An orange button with the text "OR" and a downward arrow is positioned between the two filter boxes. Each filter box has a plus icon, a minus icon, and a settings gear icon.

Prepping for Black Friday / Cyber Monday

1. Start early: **warm** up your domain & IPs (if on a dedicated IP) now.
2. Send **consistent campaigns** to maintain reputation.
3. Segment **engaged** contacts — don't send to your entire list.
4. **Test** content early (subject lines, rendering).
5. Schedule **staggered sends** to avoid throttling by ISPs



What to do if you suspect an issue



✓ **Check Your Email Metrics**

- Sudden drops in open/clicks or Increase in bounce or complaint rates

✓ **Review Your Sending Infrastructure**

- We can verify your DNS setup

✓ **Audit Your Email List**

- Ensure you are using engagement filters and not hitting inactive emails

✓ **Evaluate Your Content**

- Avoid spammy language and excessive links/images

✓ **Monitor Engagement**

- Segment and target active users, Pause sending to unengaged segments

✓ **Warm Up If Needed**

- It may be necessary to lower the send volume until metrics normalize and increase over time.

✓ **Use Deliverability Tools**

- Gmail Postmaster tools, Microsoft SNDS, Validity, Inbox Monster

Top 5 Takeaways

1. Deliverability Is the Foundation of Email Success
2. Four Core Factors Drive Deliverability
3. The Email Landscape is Evolving, Google is leading the way
4. Best Practices Are About Consistency and Relevance
5. Prepare Early—Especially for High-Volume Seasons



Resources

1. [Email Delivery Best Practices | Ascent360 Client KnowledgeBase](#)
2. [Gmail Postmaster](#)
3. [Microsoft Postmaster](#)
4. [MXToolbox](#)
5. [Inbox Monster](#)



Questions?



Thank you!

Feedback or Questions? Email support@ascent360.com