

Ice Breaker

**Have your cold email stats been  
dropping over the last few  
months?**

## Today's agenda

1. Housekeeping (Do these things first)

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2. Meet the host Josh Garrison

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3. The Right Infrastructure

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4. Domain Reputation Remedies

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5. Product Demo Deliverability in Apollo

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6. Q&A

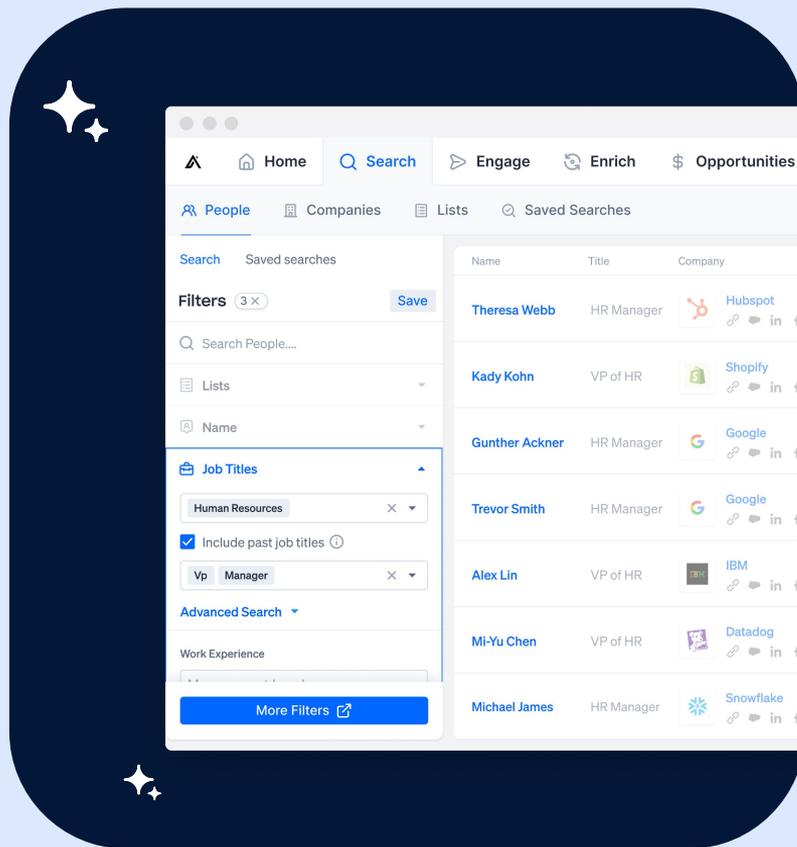
# Why your emails land in spam — and how to fix it



# The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

 **stripe**  



## Quick Housekeeping

1

### Get Your Recording

You'll get a recording of today's session. Check your email within 48h

2

### No Questions in the Chat

Type your questions into the Q&A tab, and not the "Chat".

3

### No Spam in Chat!!!

We will boot you and ban you from future webinars forever

Your host



**Josh Garrison**

**Head of Content Marketing**

(and recovering sales leader)

Guest Speaker



**Benny Rubin**  
CEO & Founder, Senders

# senders

## Email Sendability, Deliverability, and Efficacy

- Since 2016 (and before)
- 10mm+ cold emails across hundreds of senders
- 100+ Active Apollo seats
- Website: [Senders.co](https://senders.co)



# Spammer, Spoofer, Scammer vs. Legitimate Business Sender

# 1

## Domains & Subdomains

# Domain Guidelines

- Use Aged Domains
  - 30+ days
- Don't Mess With Spelling
  - heyapollo.io or hey.apollo.io is OK
  - heyapo11o.io is NOT OK
- Heavily Correlate Domains
  - heyapollo.io is sender and email mentions Apollo.io OK



# Pro Tip: Leverage Subdomains

Subdomain	Main Domain
try.apollo.io	apollo.io
blog.hubspot.com	hubspot.com
send.zapier.com	zapier.com



## Side bar: What is “warming”?

- Artificial: private pools of receivers
- Manual: your best audiences



# 2

## Authentication & DNS

SPF

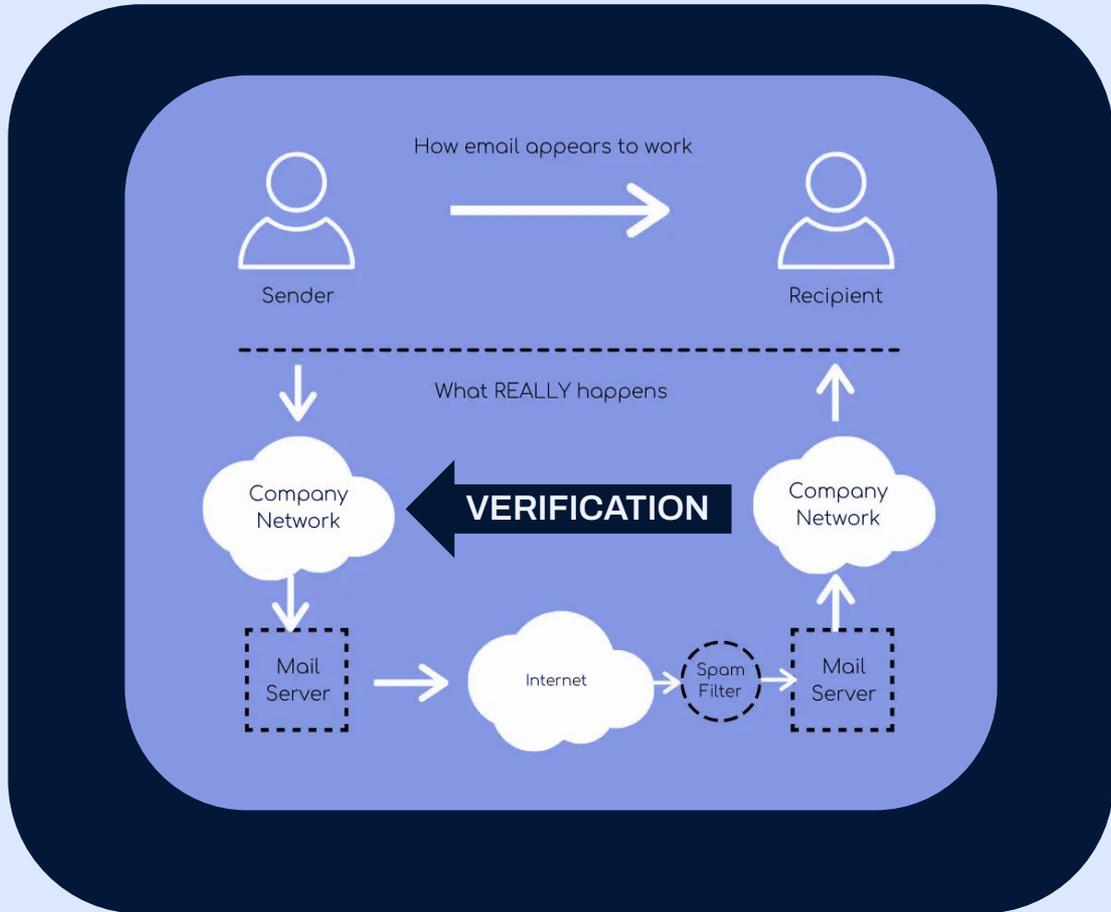
DKIM

DMARC

## Authentication Guidelines

- Set up SPF, DMARC, and DKIM for every domain you use
- Not having these is like showing up at the border without your passport
- Check them twice – don't play fast and loose with them





# 3

## **Sending Infrastructure**



**Apollo.io**

Scheduler

Automator

Content



Outlook

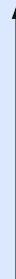


Google



Sendgrid

**Sender Email Service Provider**



Outlook

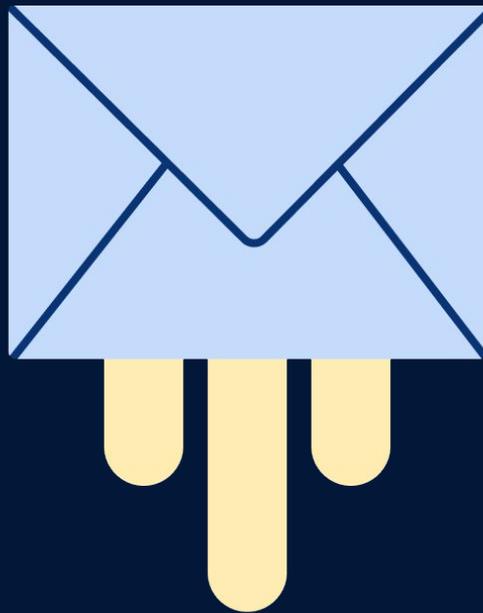


Google

**Receiver mailbox provider**

## Infrastructure Guidelines

- Don't abuse
- Don't look like you're abusing
- No sudden upticks in sending





## Pro Tip

Don't blame parts that don't matter.

4

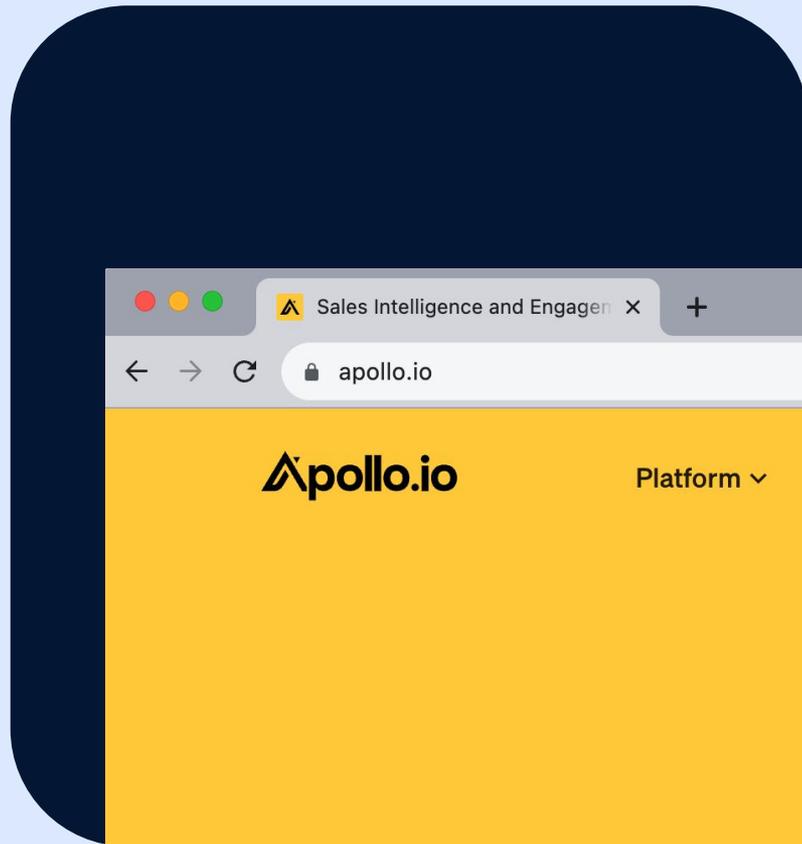
**Email Copy**

# Email Copy Guidelines

- Direct links only, no redirects
- Info-rich signature but not heavy
- Avoid spam keywords
  - \$\$\$
  - ALL CAPS
  - Click here



**Pro Tip:**  
Don't go overboard  
with links and don't link  
to anything like Google  
Drive.



# Spammer, Spoofer, Scammer vs. Legitimate Business Sender

4

Lightning Round ⚡

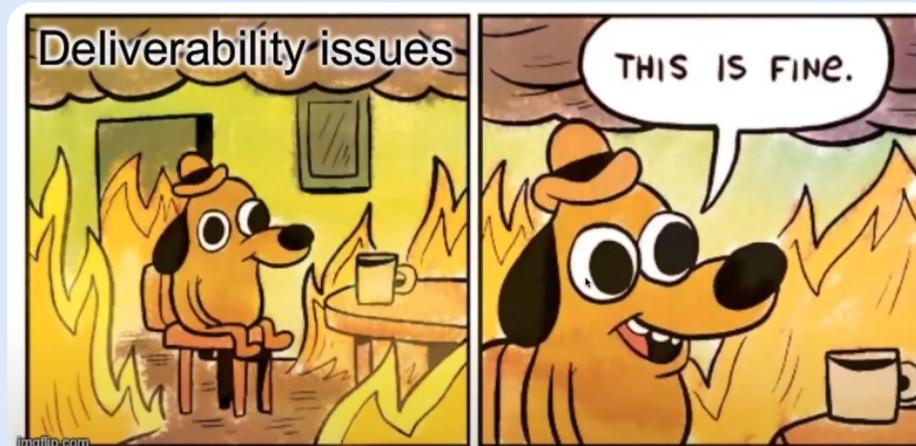
## Lightning Round ⚡

- Email Fencing™ to avoid cross-contamination
- Don't dump emails
  - Space emails out
- Audit partners and affiliates
- Never stop optimizing
- Always be ready



**What do I do if my  
deliverability is damaged?**

**If you're prepared,  
you won't need to panic.**



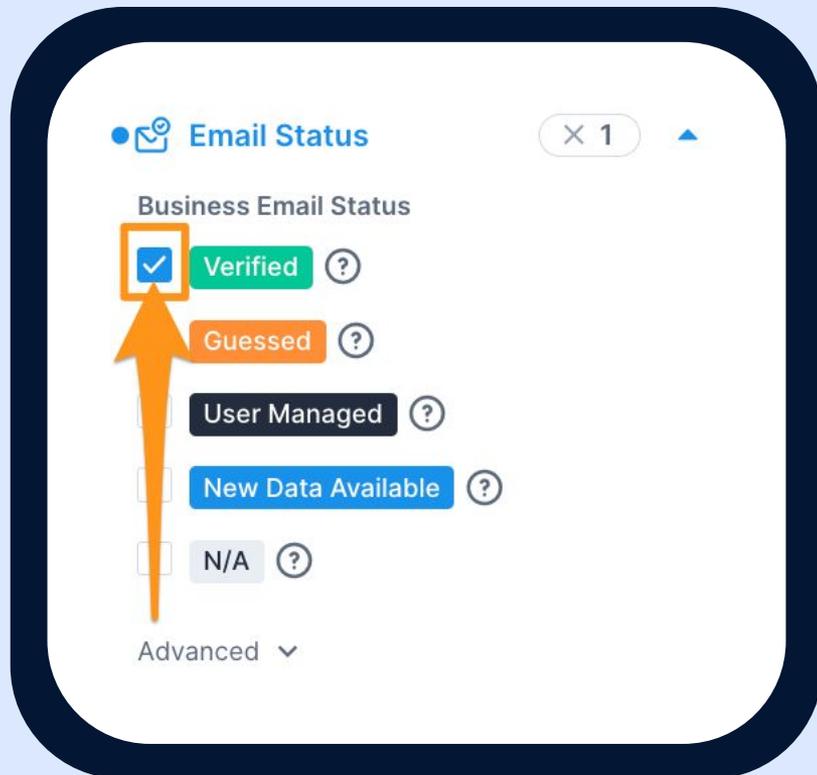
## Recovery Guidelines

- Rotate out damaged domain and send it to warm for weeks or months
- Run an audit across everything outlined in this presentation
- Rotate in a ready domain
- Scale up slowly
  - ~25 add'l sends per day

domain.com

## Pro Tips:

- If you're sending via Sendgrid, you might have to rotate IP addresses or do deeper interventions
- Do additional lead cleaning
- Leverage Apollo's LinkedIn and telephone tools



Get **help.**

# Q&A

# Thank you

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We'd love to hear your feedback!

Follow us on

