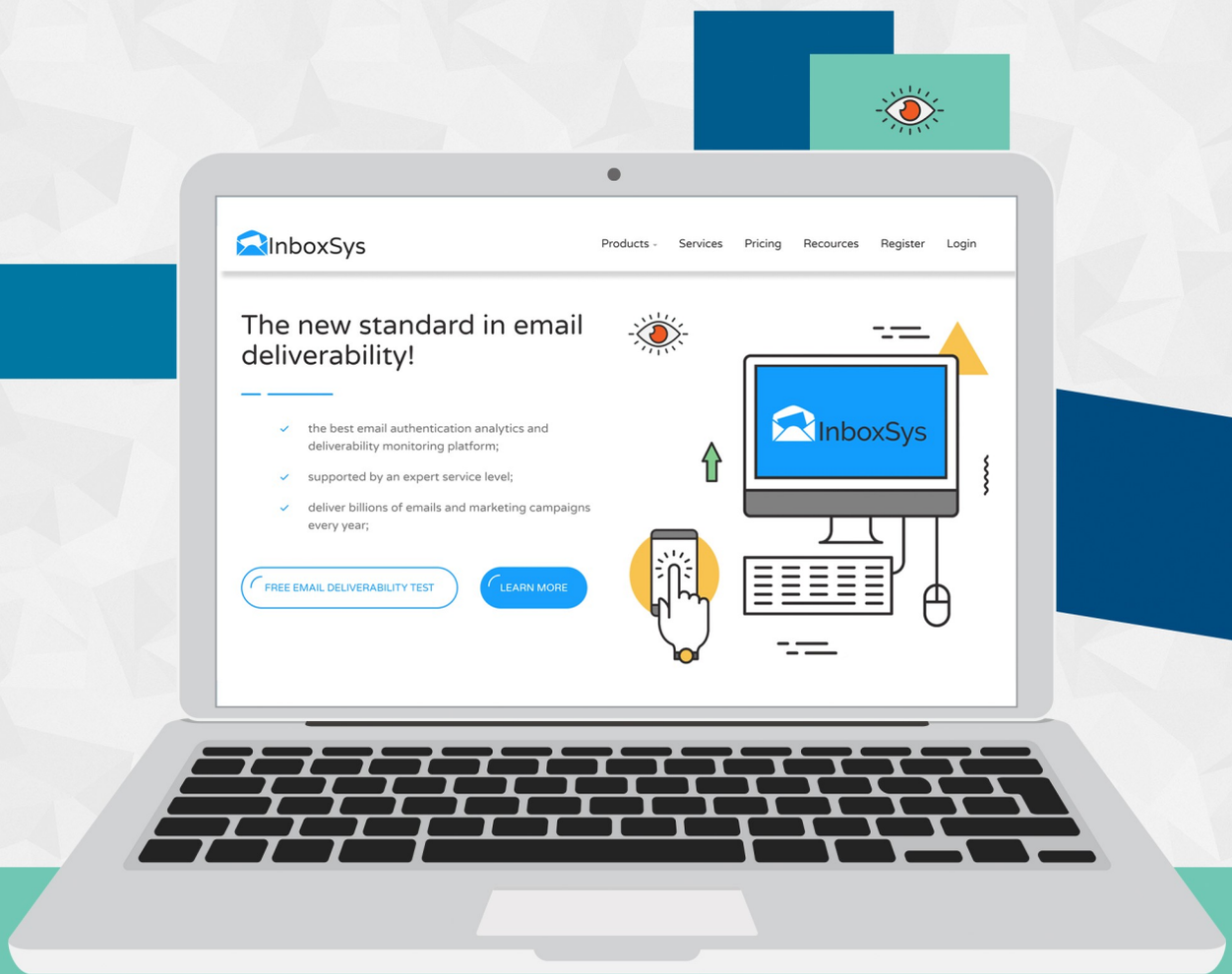
InboxSys

Email Matters



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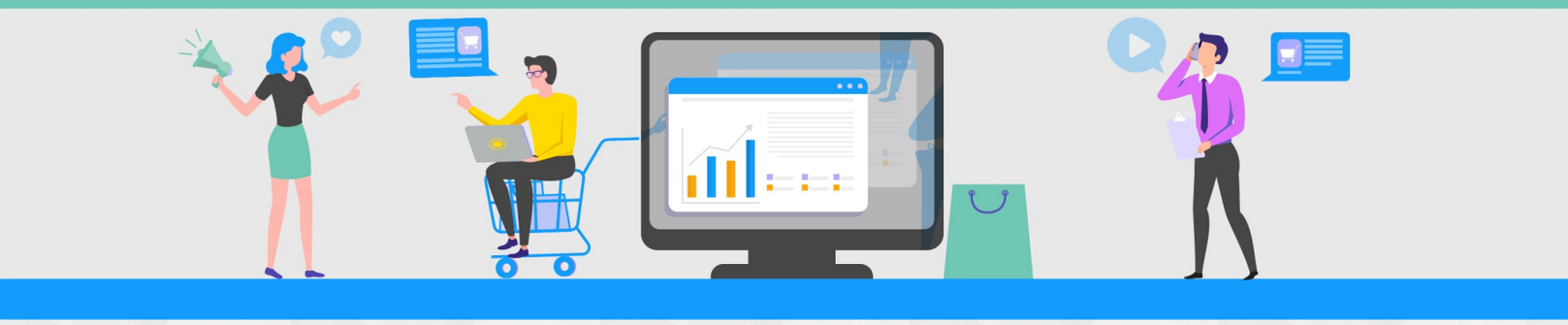


Maximise your Email Marketing ROI with InboxSys

Test your email marketing campaigns and monitor sender reputation to get the best response rates from your email campaigns.

InboxSys enables you to test, analyse and optimise your emails and sender reputation before you send out live campaigns. It helps you to quickly identify and fix folder placement, technical and content issues so your actual campaigns get to your customers' inbox and achieve the highest conversion rates.

Boost the ROI of your email marketing campaigns by improving your sending

Book a Free Consultation Today

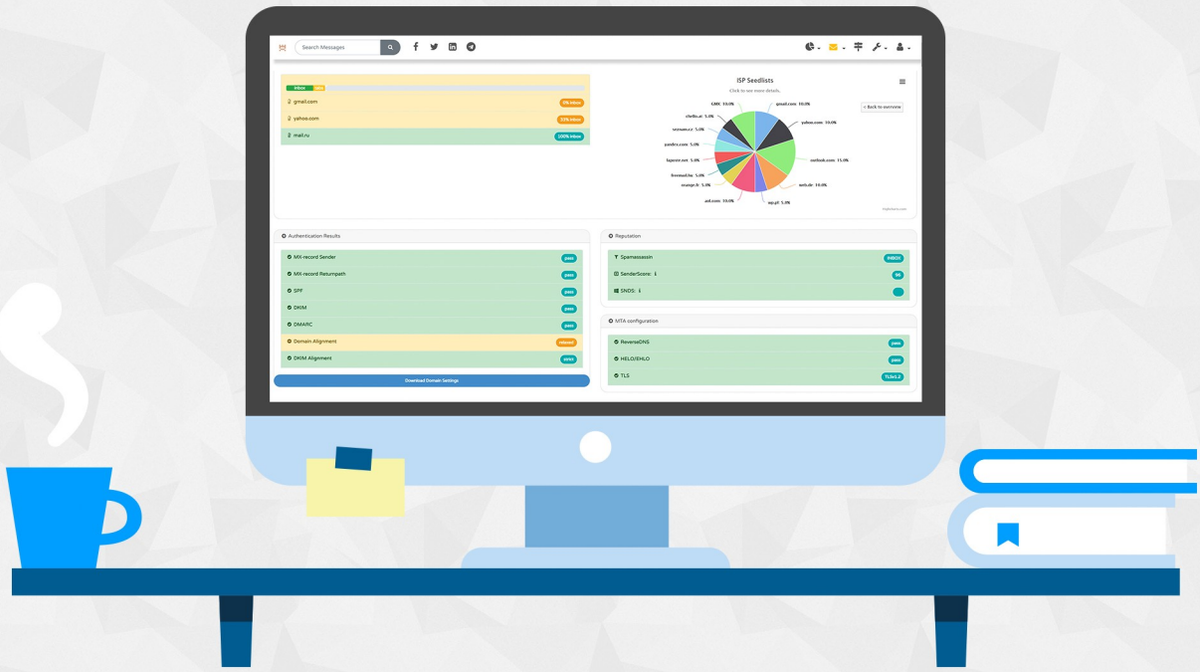
Always Test Your Campaigns First

Mailbox providers protect their customers from spam and security threats. It is an enormous task to defend a mailbox against botnets, phishing attempts and other cyber-attacks. This leads to enhanced security and safety measures on the providers' side.

Times have changed since marketers could batch and blast emails and face no consequences. With all these threats around, it becomes even more of a challenge for the good senders to make the inbox or be able to consistently deliver.

That’s where InboxSys comes in.
With decades of industry expertise, we pride ourselves on keeping on top of the ever-changing field of Email Deliverability. InboxSys was created so you can identify weaknesses in your configuration and help you pass the filters that are designed to prevent those with bad practices.

Sign Up for a 14 day free trial



Make Adjustments To Your Deliverability

Deliverability is the science of configuring your email sending to consistently achieve outstanding response rates.

Some ISP filters make it a challenge to even send day to day emails, directly impacting your business. To make sure your email health is up to scratch you need to test your campaigns first and continuously monitor your reputation so you can address any issues at an early stage and prevent loss of revenue.

The four pillars of deliverability are:

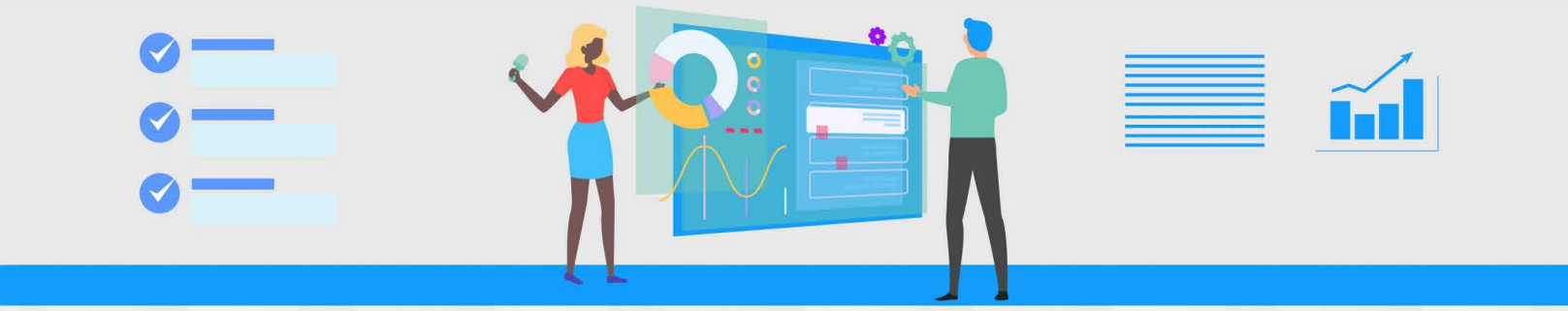
Data collection

Technical configuration

Campaign content

User engagement

Check the InboxSys Resource Centre and Learn More



Deliver to the Inbox

Achieve maximum inbox placement rates by using the InboxSys' sophisticated blend of technologies which is supported by an additional service layer that helps large volume senders overcome day-to-day challenges. InboxSys meets the needs of the fast-growing and rapidly changing email marketing industry by using a simple three phase approach:

Test your Campaigns

Optimise your Setup and Content

Support to Manage Sender Reputation

Build a better sender reputation, improve your categorization and make sure that subscribers will receive your emails – every time, when you send content consistently analysed by InboxSys.

For an already damaged sender reputation, we offer personalised consultancy services with our industry experts to help your emails get back to the targeted inboxes.

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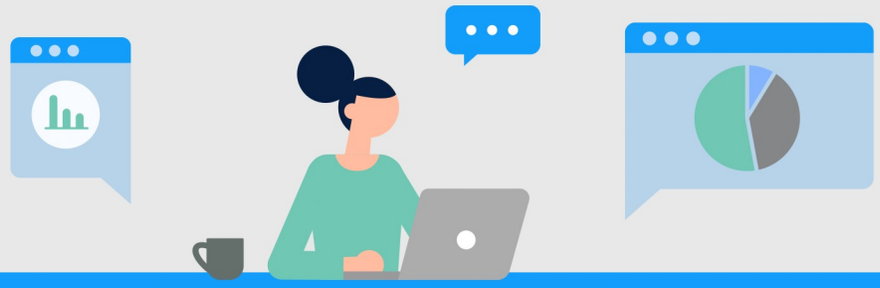


Analyse

InboxSys analyses your email campaigns from all angles, from infrastructure compliance, to content-level best practices. We provide IP monitoring reports and metrics grouping by type to make it easy to identify the cause of the issue before it becomes a serious problem.

Simple to use: just send a copy of the campaign to the InboxSys database and receive a detailed report on how well it performed against all the relevant metrics.

Detailed reporting includes:

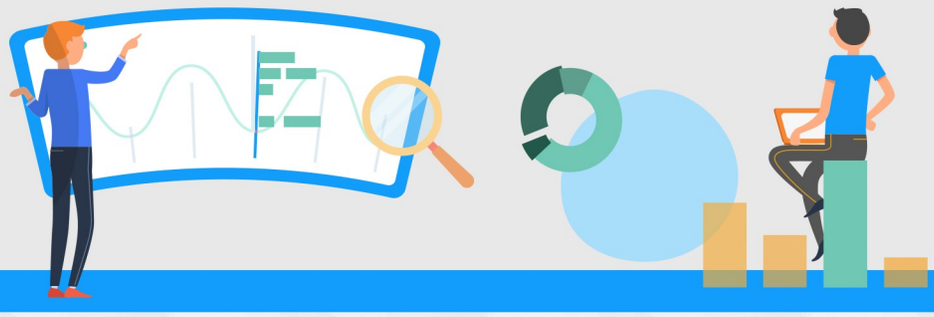
- Sender authentication compliance
- Blacklist and whitelist information
- Folder placement and spamfilter results
- Analysis and repair recommendations

Streamline the campaign deliverability assessment with InboxSys.

Optimise

The InboxSys platform provides a clear and intuitive breakdown analysis. It highlights where the potential issues are and offers repair suggestions, so no time is lost on lengthy troubleshooting or trial-and-error guesswork.

A high inbox placement rate results in increased engagement and a consistent uninterrupted customer experience while strengthening your sender reputation with the various ISPs.



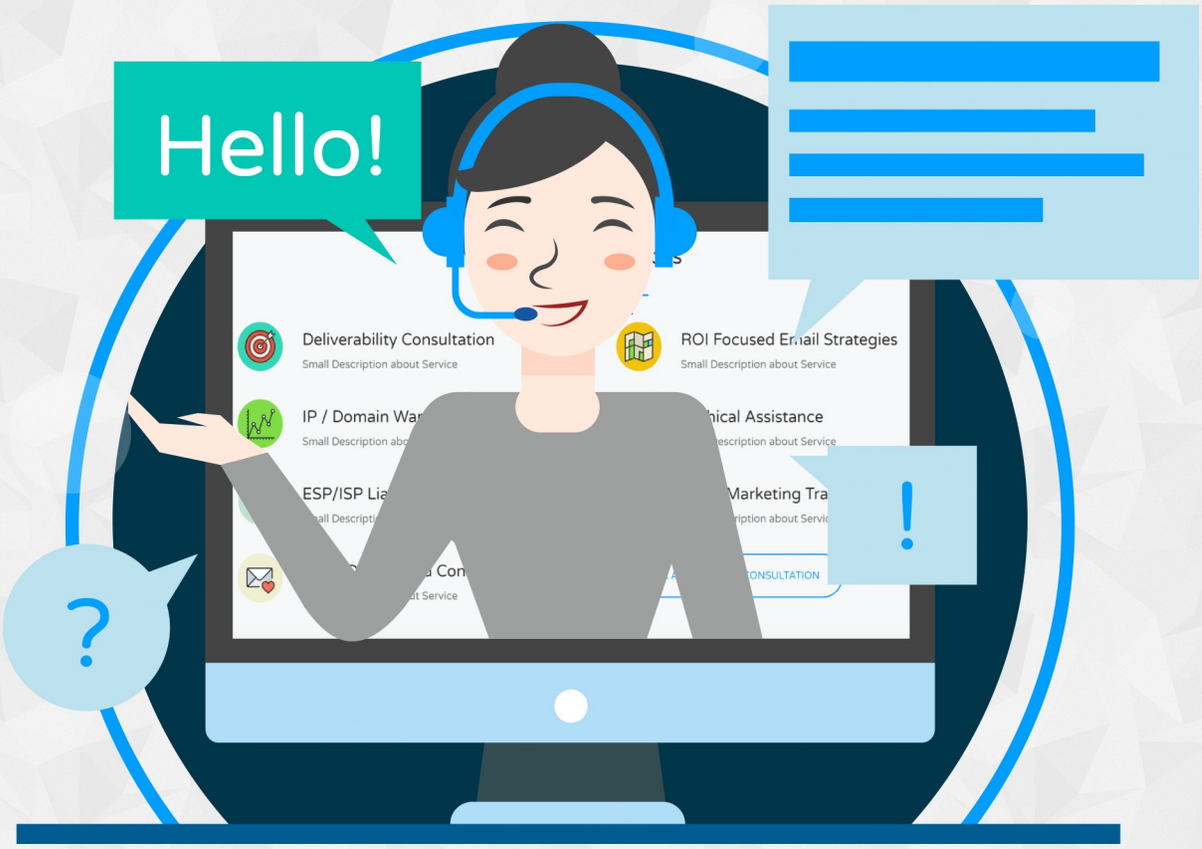
IP Monitoring

InboxSys IP Monitoring tools provide a state-of-art functionality developed by industry insiders to give you a single unified interface that presents an overview of any IP address or range.

Efficient and simple, easily get an overview of any IP using key industry metrics from within the InboxSys unified interface and reduce troubleshooting time with improved efficiency.

IP Monitoring includes:

- Blacklists
- Whitelists
- Senderscore SNDS (Smart Network Data Service)
- ReverseDNS
- Delivery rate



Support

InboxSys goes beyond cutting edge technology. We include access to a service layer for our clients, providing a full service option that enables you to utilise our expertise on how to get up and running as quickly and painlessly as possible.

You, as an InboxSys customer, also have the opportunity to book personalised consultation sessions with our Industry experts to assist you with your specific needs.

Thanks to our network of established relationships across the ISPs and years of industry experience with setting up and managing sending infrastructures, InboxSys guarantees you peace of mind. We pride ourselves on our high-level support with our dedicated team.

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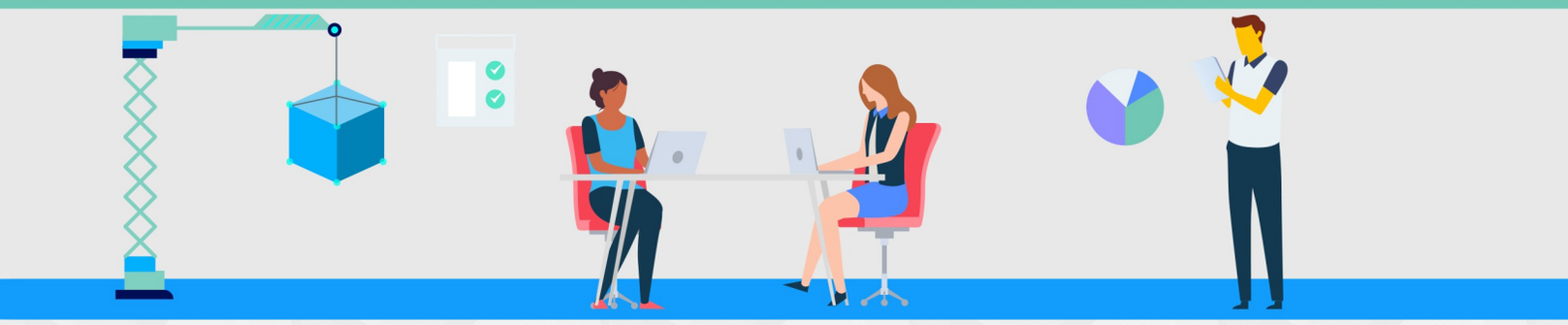


Additional services include:

Deliverability Consultation

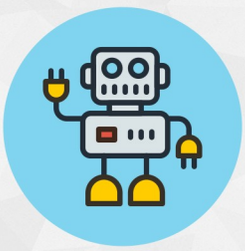
We offer deliverability consulting for small to large projects, from adjusting technical configurations to onboarding new IPs, domains and managing complex issues.

IP / Domain Warming Plans

It's important to build a good reputation from day one when sending from new IPs or domain(s). InboxSys will build a tailored plan to fit in with your campaign strategy in line with ISPs best practices.

Technical Assistance

Be prepared with the right configuration, from DNS updates, TLS, authentication methods. We provide you with technical support.



ROI Focused Email Strategies

We know email. It’s important to build relevant life cycles for your customers, from welcome emails, to triggered transactional emails; let us help you get the best out of your email campaigns.

Email Design And Content Writing

Deliver cutting edge content with great design for maximum engagement. Ensure your email renders properly in all the latest smart devices to provide a great user experience. Let us take care of it for you.

ESP/ISP Liaison

With our significant and highly respected work involving the majority of ESPs and thanks to our close relation with major ISPs as well as local postmaster teams. InboxSys can easily find the solution to troubleshoot your issues, fix your compliance to industry rules and confidently arrange the support of our network.

Email Marketing Trainings

Education is at the core of our support. Learn the methods and rules of email technology and marketing from highly experienced professionals. We provide training sessions designed with your specific requirements in mind, either on site or online. Please send us an enquiry for more details.

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Contact Us

contact@inboxsys.com

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