



# Email Matters

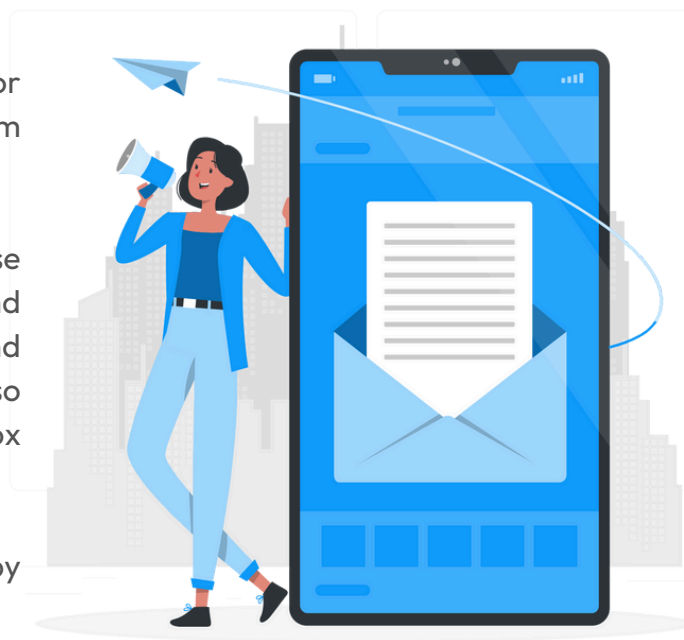
## Maximize your Email Marketing ROI with InboxSys

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.

Try for free



## 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

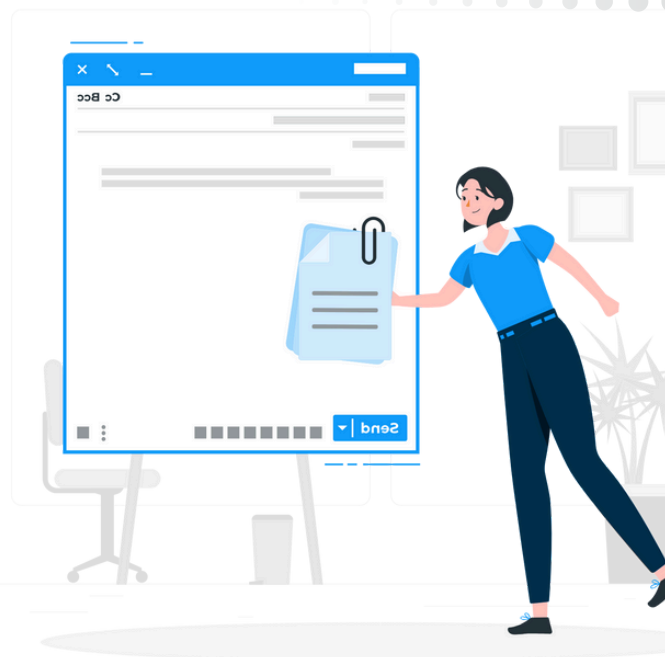
With decades of industry expertise, we pride ourselves on keeping on top of the ever-changing field of Email Deliverability. InboxSys was created so you can identify weaknesses in your configuration and help you pass the filters that are designed to prevent those with bad practices.



## 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

## 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.

Book a tool demo

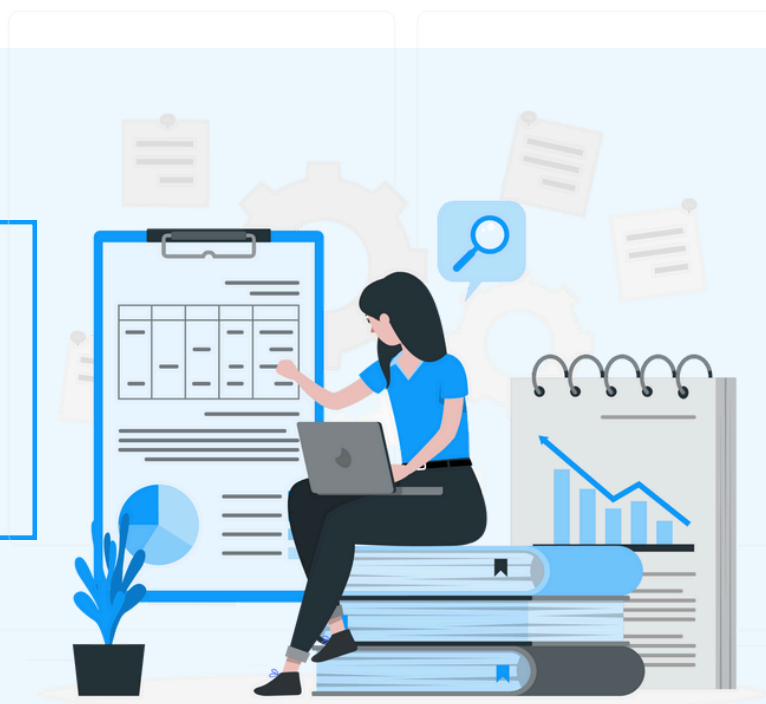
## Analyse

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.

Try for free

## 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)




Reverse DNS




Delivery rate





 [www.inboxsys.com](http://www.inboxsys.com)

 [contact@inboxsys.com](mailto:contact@inboxsys.com)