



Ice breaker

**Are you getting worse email  
stats than you were 6 months  
ago?**

pollo.io



# Today's Agenda

01.

## Housekeeping

Do these things first

02.

## Meet the host

Josh Garrison

03.

## Sender Reputation

Finetune your DMARC, SPF, and DKIM for peak domain and inbox health

04.

## Sending Set-up

"Warm up" your email and create multiple inboxes to bypass sending limits

05.

## Into the Product

Sequence Diagnostics, verified emails, multi-inbox set-up and more!

06.

## Q&A

Mastering  
Deliverability:  
**How to Avoid the  
SPAM Filter**

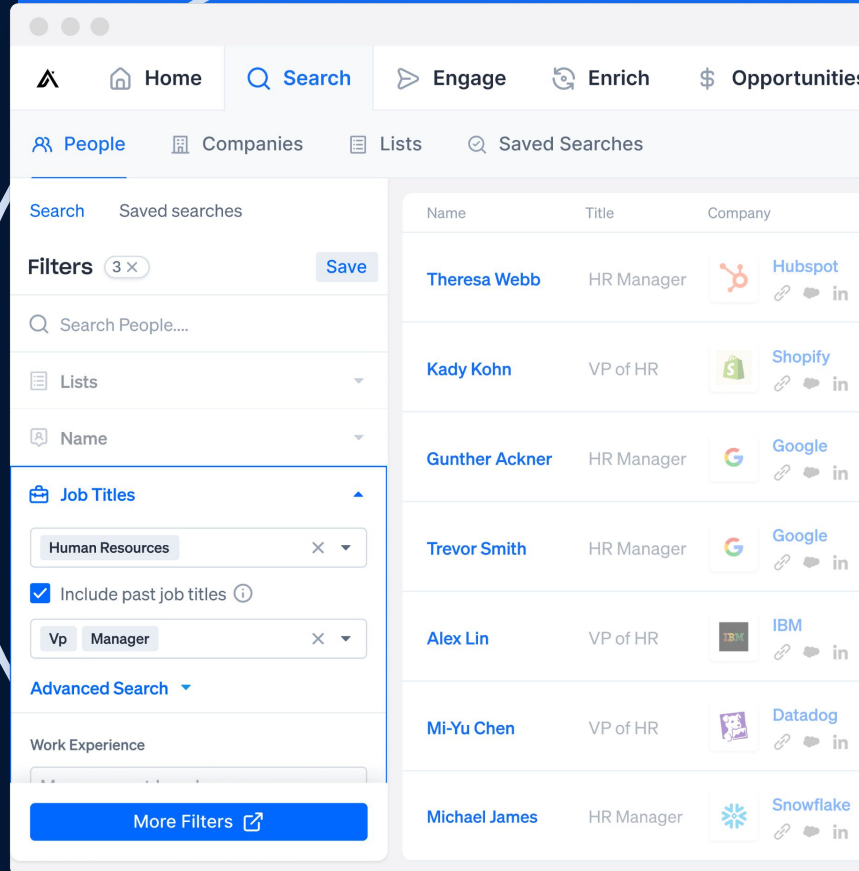


# Apollo.io

The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

 AUTODESK  stripe  DocuSign  RIPPLING



The screenshot displays the Apollo.io search interface. At the top, there are navigation tabs for Home, Search, Engage, Enrich, and Opportunities. Below these are secondary tabs for People, Companies, Lists, and Saved Searches. The main search area includes a search bar, a 'Filters' section with 3 active filters, and a 'Save' button. The filters include 'Human Resources', 'Include past job titles', and 'Vp Manager'. An 'Advanced Search' dropdown is also visible. The results are presented in a table with columns for Name, Title, and Company. The table lists several HR professionals, each with their name, title, company logo, and social media links.

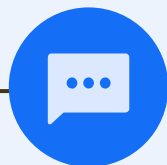
Name	Title	Company
Theresa Webb	HR Manager	Hubspot
Kady Kohn	VP of HR	Shopify
Gunther Ackner	HR Manager	Google
Trevor Smith	HR Manager	Google
Alex Lin	VP of HR	IBM
Mi-Yu Chen	VP of HR	Datadog
Michael James	HR Manager	Snowflake

# Quick Housekeeping



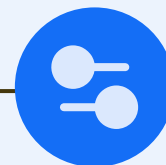
## Get Your Recording

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



## No Questions in the Chat

Type your questions into the "Questions Box" and not the "Chat Box".



## Mute Notifications

Click on the bell icon at the top right corner of your "Questions Box Window"

# Your host



**Josh Garrison**

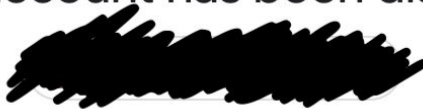
**Head of Content Marketing**

(and recovering sales leader)

**Apollo**



Your account has been disabled



It looks like this account violated the [Google Workspace policy](#). Examples of violations include sending spam or using the account for any kind of fraud. Contact your administrator for additional help.





**If you send cold emails,  
deliverability is your #1 priority.**

**Let's get into it**

# Sender Reputation is a Complex Web of Factors

Spam  
reports

SPF, DKIM,  
DMARC

Unsubs

Email  
volume

Bounced  
Emails

Blacklists

Link  
tracking

Garbage  
emails

Sending  
Images

Whitelists



 Apollo.io

Email providers

You

# Deliverability =

Sender reputation (IP, domain, inbox)

+

Sending set up

+

Email content



# Sender reputation has 3 main components

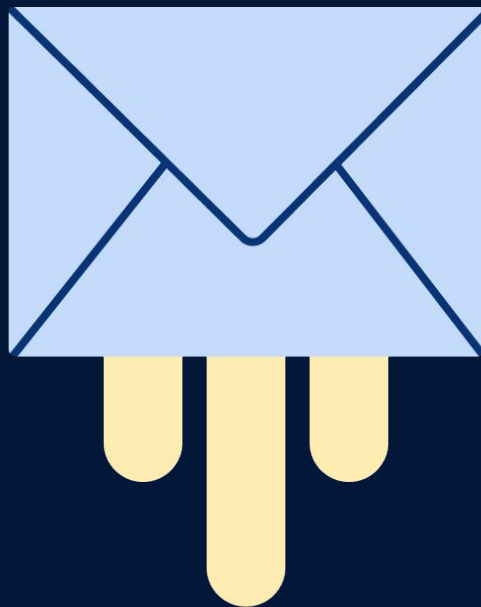
Domain-level reputation

+

Inbox-level reputation

+

IP address-level reputation



# The 3 Pillars of Authentication



IP address  
authorization check



Message authenticity  
verification



Additional layers of  
security

# Sender Policy Framework (SPF)

SPF is a A TXT record added in the Domain Name System (DNS) settings of your website.

[Set this up first!](#)





# Domainkeys Identified Mail (DKIM)

Verifies that your email content hasn't changed in transit between sender and receiver.

Another TXT record added to your DNS settings.

**Set this up second!**



# Domain-based Message Authentication, Reporting & Conformance (DMARC)

Checks SPF and DKIM records to make sure your email hasn't been spoofed.

Set this up last!



**DMARC**



**Let's see these acronyms in  
the wild with  
ApolloLovesYou.com**

(Yeah, you!)

 Apollo.io



# Sender reputation has 3 main components

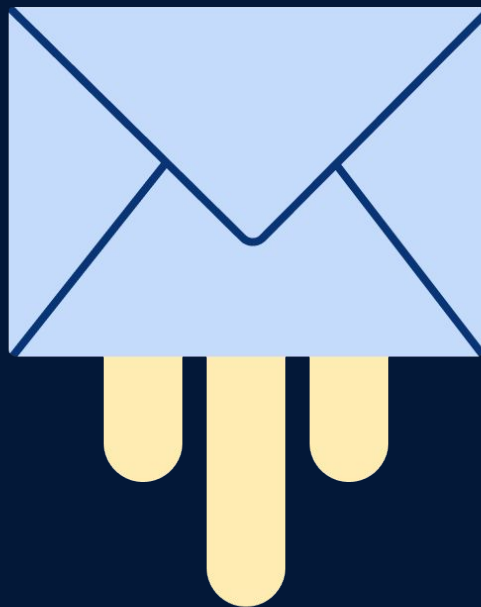
~~Domain level reputation~~

+

Inbox-level reputation

+

IP address-level reputation



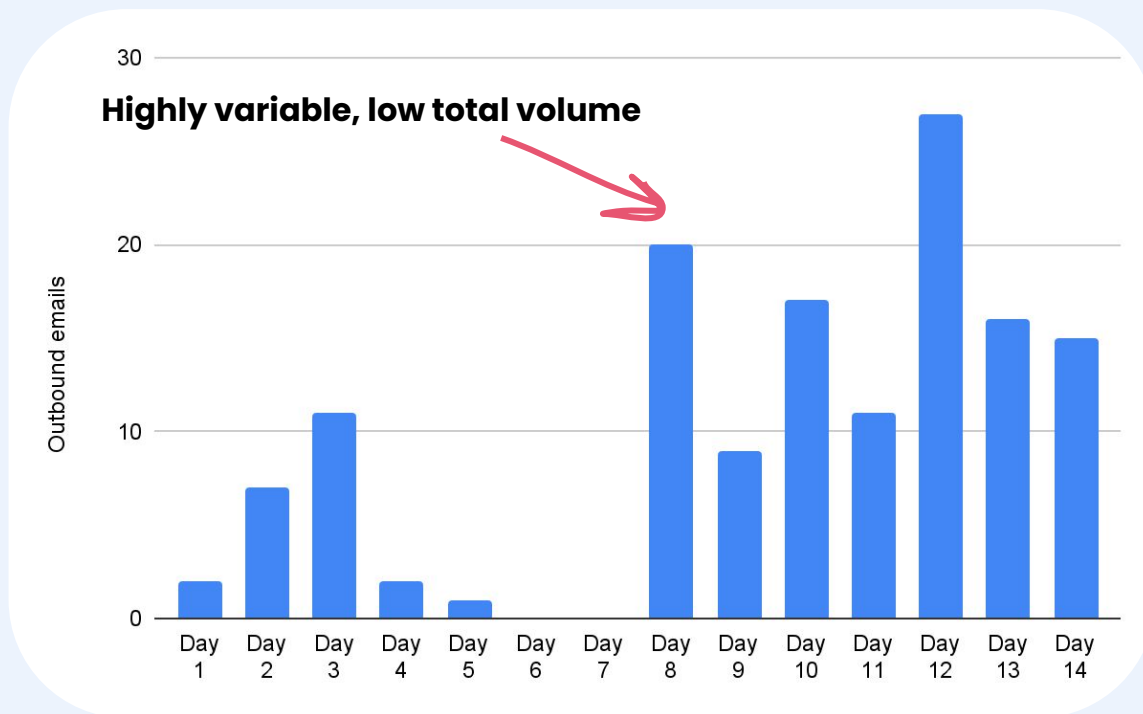
# The secret to inbox-level reputation: look like a normal human



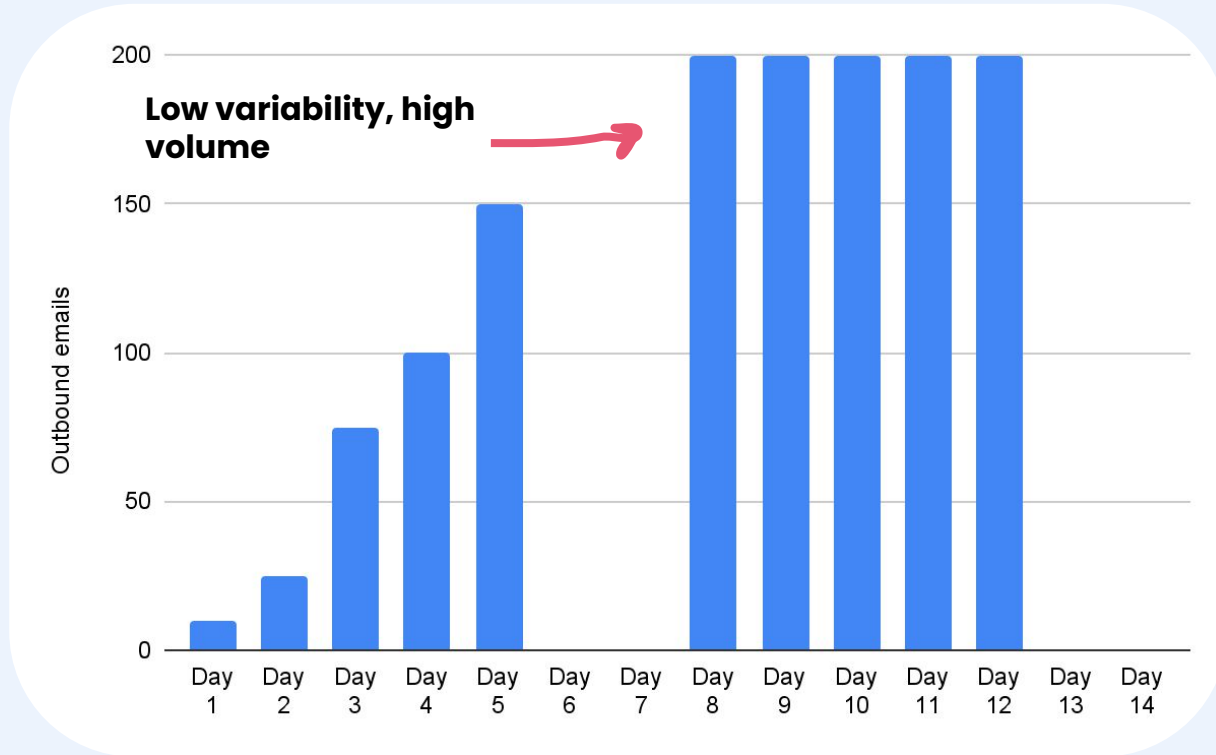
# Guide to looking like a human, step 1:

Warm up your inbox  
and keep **volume low**

# A 'normal' new employee's email volume



# A new SDR's email volume





**So how do you **fix it?****

MAILREACH

## The best email deliverability tool to stop landing in spam.

Meet MailReach, the all-in-one solution to make sure your emails reach the inbox. Monitor & improve your sender reputation. Identify and fix your spam problems.

[START USING MAILREACH →](#)

Get **20% OFF** the first month with Starter Plan



## Don't land in spam anymore.

Mailwarm raises your sender reputation by positively interacting with your emails, every day.

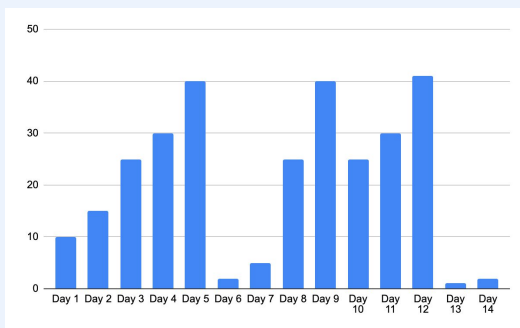
[Reach Inbox](#)

*So much time to craft your emails... only to land in spam.*

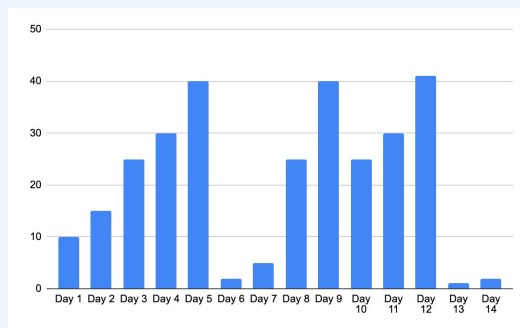
# Guide to looking like a human, step 2:

Set up **multiple inboxes**

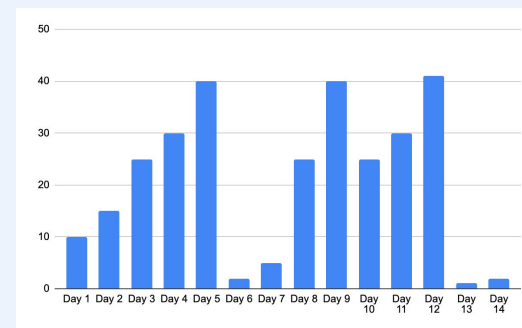
# Low volume + multiple inboxes = \$\$\$



yourname@domain.com



yourname@domainsends.com



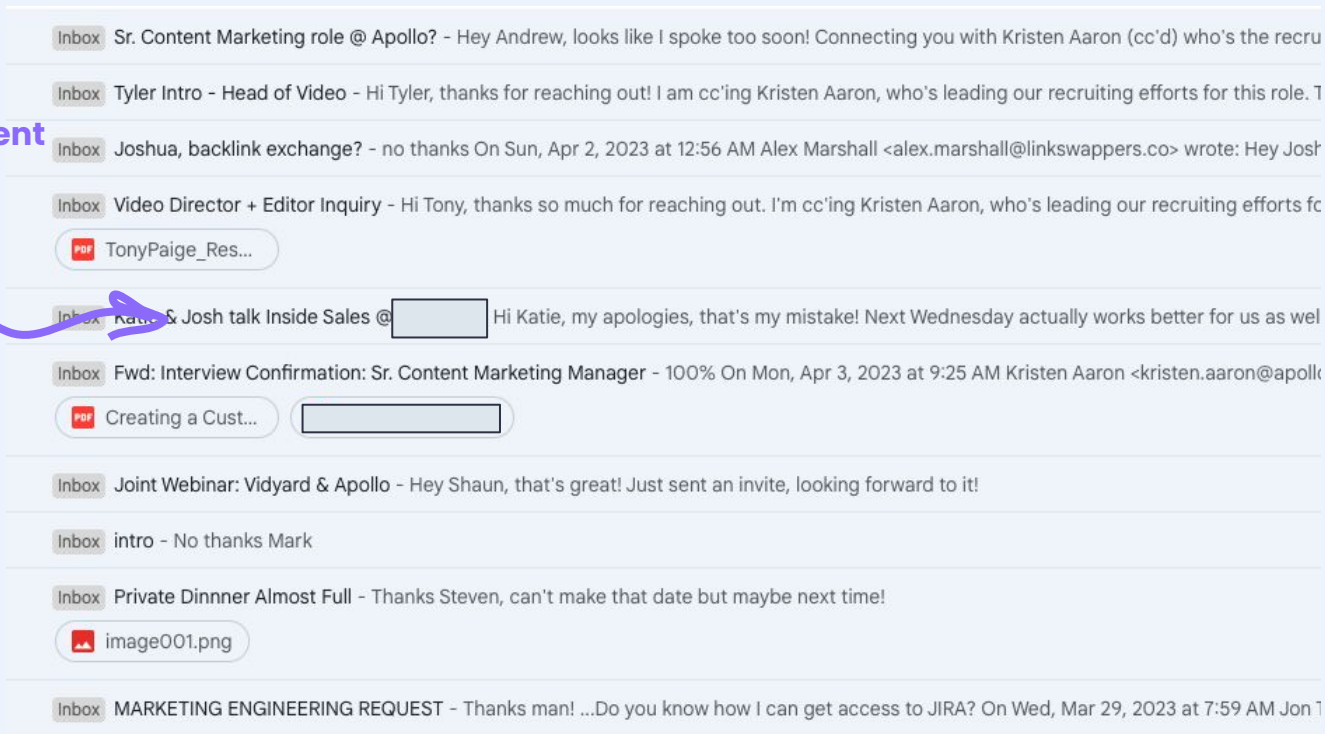
yourname@domainmail.com

# Guide to looking like a human, step 3:

Send **multiple variations**  
of every email

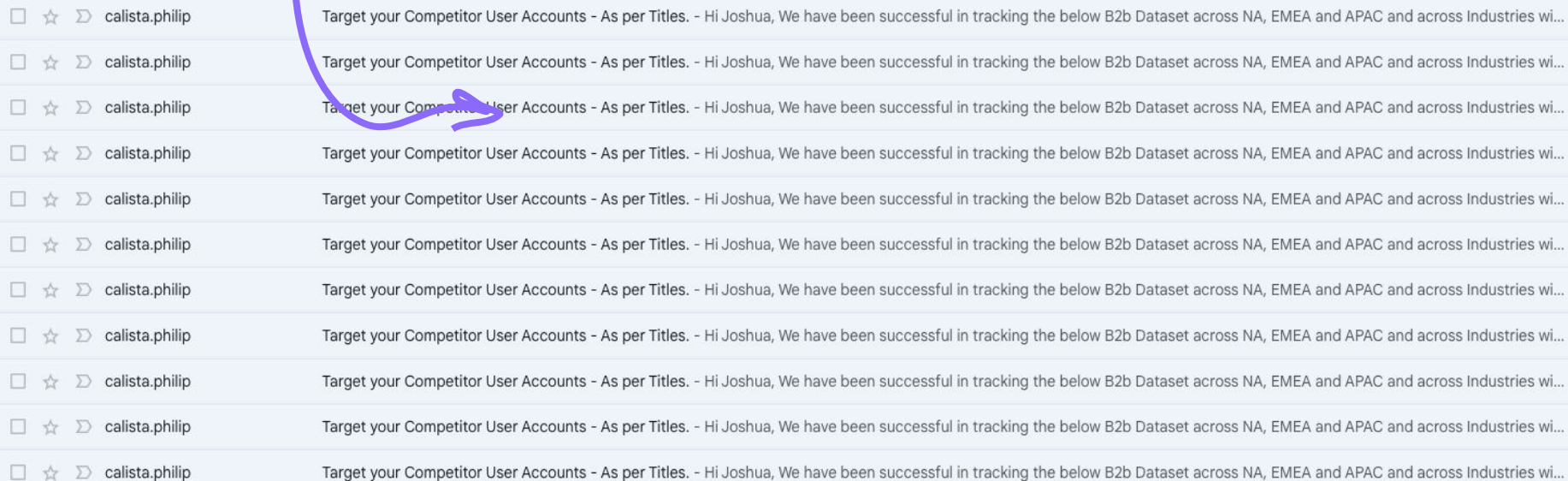
# A 'normal' person's outbox

Every subject line is different



# An SDR's outbox

Every subject line is the same



<input type="checkbox"/>	☆	🔗	calista.philip	Target your Competitor User Accounts - As per Titles. - Hi Joshua, We have been successful in tracking the below B2b Dataset across NA, EMEA and APAC and across Industries wi...
<input type="checkbox"/>	☆	🔗	calista.philip	Target your Competitor User Accounts - As per Titles. - Hi Joshua, We have been successful in tracking the below B2b Dataset across NA, EMEA and APAC and across Industries wi...
<input type="checkbox"/>	☆	🔗	calista.philip	Target your Competitor User Accounts - As per Titles. - Hi Joshua, We have been successful in tracking the below B2b Dataset across NA, EMEA and APAC and across Industries wi...
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# Here's how to do it all in Apollo!

- ➔ Configure your sending setup
- ➔ Adding multiple mailboxes
- ➔ Tracking subdomains
- ➔ Verified emails only!
- ➔ SPF/DKIM/DMARC diagnostics
- ➔ Using Sendgrid or Mailgun to increase volume w/ a shared IP address
- ➔ A/B variations





# Q&A

**Do you want a personalized  
demo of what we covered  
today?**

# Thank you for your time.

We'd love to hear your feedback!

Follow us on:



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