Email delivery is an important business need.

If your email does not arrive at your customers' in boxes, then you are no longer top of mind or part of their considerations.

Expert knowledge, skills and on-going maintenance are required to maintain peak email deliverability standards.

MxTOOLBOX®

(866) 698-6652 (MXTOOLBOX)
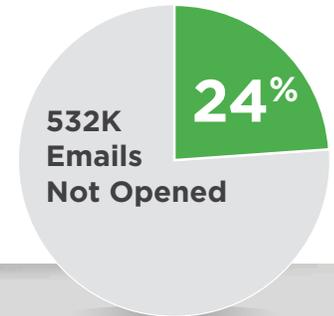**mxtoolbox.com/ManagedDelivery**

A CASE STUDY

Who: A leading financial services company

Situation: Company began to notice that email delivery rates and open rates were declining. Initially, they attempted to manage their email delivery problems internally by checking their blacklist status on MxToolbox and with Gmail and other inbox providers. At this point, their VP of Operations asked MxToolbox for assistance.

DELIVERY RATES:

280K Emails Lost — **60%**

OPEN RATES:

532K Emails Not Opened — **24%**

MxToolbox Solution

The first step for MxToolbox was to set up a DMARC record for their domain configured to send DMARC digests to MxToolbox Delivery Center, our entry-level email delivery analysis tool.

With Delivery Center, you can review and analyze issues with:

- ✔ Your email delivery configuration like SPF, DKIM and DMARC
- ✔ DMARC compliance
- ✔ 3rd party email senders
- ✔ Fraud and phishing threats

During a walkthrough of Delivery Center, it became clear that our Financial Services customer needed an **MxToolbox Expert** to improve their email delivery posture so we recommended our fully Managed Services approach.

The Managed Service Approach

MxToolbox Experts analyzed the Financial Services email delivery configuration as a first step and quickly determined the following:

» Our customer had more email sources than they knew about

» Several of these email sources lacked SPF alignment and DKIM signatures, which caused compliance issues.

When we made the necessary changes, DMARC compliance, an indication of email deliverability, immediately rose.

Results

With DMARC compliance at 100%, our Financial Services customer is already seeing delivery rates and open rates steadily climb.

	Before	After MxToolbox Managed Services
DELIVERY RATES	60%	99%
OPEN RATES	24%	26% & CLIMBING

The On-going Story

MxToolbox email experts continue to monitor and improve the email deliverability of our Financial Services customer as their email environment changes.

» Onboard and configure email delivery for new email sources

» Detect fraud and phishing attempts

» Gradually adopt stricter DMARC policies to reduce the risk of fraud and phishing

» Implement new/emerging email deliverability technologies like BIMI.

» Monitor Blacklist Reputation across all email senders

» Leverage feedback loops to gain insight into how emails are perceived by recipients

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MxTOOLBOX®

Fully Managed Delivery Center is a complete managed services approach to your email delivery.

The service includes:

1. Email Setup Assessment
2. DMARC Onboarding
3. Implementation
4. Data Analysis
5. Policy Optimization
6. Proactive Monitoring and Alerting
7. Improving your Delivery Policy
8. On-going Maintenance
9. Recommended Best Practices
10. Education/Training

Email deliverability and DMARC compliance requires continuous monitoring and tweaks.

MxToolbox's Fully Managed Delivery Center product offers you access to our experts to manage your email delivery setup, online reputation and DMARC compliance issues.