Delivery Package

AGNITAS
e-mail & marketing automation

More Control and Flexibility for Delivery

The successful delivery of e-mails is our central task. The Delivery Package offers you more options to take control of your delivery and protect your distribution list from loss.

These added features round out the delivery management in EMM. In this way, you have maximum flexibility when it comes to delivery.

→ Control the maximum number of e-mails that a recipient can receive per day.
→ Send your e-mails at those times when the recipient is most likely to respond.
→ Reactivate and validate recipients that have been marked as hard bounces.
→ Protect your server reputation from wrong spam markings.

Benefits of Delivery Package

✔ Prioritize your mailings and avoid multiple deliveries per day
✔ Maximize response rates through fully customized sending times
✔ Optimize your distribution list with auomated hardbounce validation
✔ Avoid incorrect spam claims and improve your server reputation

Components of the Delivery Package

The Delivery Package offers you send time optimization, advanced hard bounce validation and the mailing cockpit.

Send Time Optimization

Send your mailings when your recipients are most likely to open them, increasing the open and response rates. Send time optimization automatically determines the time frame in which each recipient responded most frequently in the past. When you enable the send time optimization, the recipient receives the mailing according to their individual preferences
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Advanced Hard Bounce Validation (AHV)

Advanced Hard Bounce Validation verifies whether hard bounces actually are not reachable and reactivates irregular hard bounces automatically. Mail clients regularly report back false hard bounces or an inbox that was full, but can now receive e-mails again. The advanced hard bounce validation adds these addresses to the normal delivery using a sophisticated algorithm, so that your reputation is never put at risk. If it is possible to successfully deliver to an address, the program reactivates that address. Regular reporting provides you with an overview of how many addresses you can get back in this way.

Mailing Cockpit

With the mailing cockpit, you control how many e-mails a recipient may receive per day and prioritize the relevant mailings. This ensures that the recipient does not pull the emergency brake due to too much contact. The recipient only gets the mail that is most important from your point of view.