

# Lyris Client Services Deliverability Packages

## Make Sure Your Email Marketing Campaigns Reach the Inbox

How can your email marketing campaigns succeed if they don't reach the inbox? Our experts will help you lay a strong foundation for success and manage all the details along the way. Our delivery packages include:

### Technical Reputation Audit

Lyris will conduct a detailed audit of your deliverability environment and provide a comprehensive technical audit, gap analysis and mitigation plan. We will review your deliverability environment and provide a checkup, and examine your server network configurations, ISP white listing arrangements, ISP feedback loops and authentication protocols.

### Deliverability Basics

Learn from best practice consulting that will provide tips and techniques for ensuring successful email marketing campaigns, including:

- Set-up and configuration
- Data and list management
- Mailing practices
- IP ramp-up schedule planning
- Targeting, segmenting and sending
- Scheduling and frequency

### Workshops

Our one-day (off site) or two-day (on site) deliverability workshops provide in-depth training and instruction that will prepare you to fully take the reins of your email marketing campaigns. Choose from seven deliverability topics:

- Best Practices
- Deliverability Decision Framework
- Optimizing and Managing Mail Streams
- Ongoing Deliverability Management
- Optimizing Content
- Technical Infrastructure Review
- Maximizing Subscriber Acquisition and List Growth

**Contact your Lyris Account Manager or Sales rep for more details.**