



Rachael's Ink

Email Health Improvement Case Study

Rachael's Ink significantly improved the email health of their customer.



OBJECTIVES

The customer was experiencing a poor email health, deliverability, and low open and click-through-rates and knew that they needed to fix this soon or the risk further jeopardizing their email health and potentially having their email usage stopped by HubSpot.



SOLUTIONS

Develop a plan to improve their email health and ensure their contacts and customers receive the emails they wish to receive.

Ensure overall email health improvement, maintain deliverability, and develop a process for best-practice data hygiene mechanisms.

AT A GLANCE

CHALLENGES

- Sending emails to unengaged contacts
- Sending 35+ emails weekly
- Data hygiene issues
- Email health score: 5

RESULTS

- Email health score: 9
- Reduced email sends
- Open rates improved: 24.6%
- CTR improved 1.6%
- Improved deliverability
- No longer at risk



BENEFITS

Email Health Score

HubSpot encourages all customers to establish good data hygiene practices and secure contact opt-in before sending emails. With a solid data hygiene plan and ensuring contacts received what they desired, the email health score moved from a five to a nine in just three months.

Better Lead Engagement

By improving segmentation and focusing on interested contacts, we were able to increase email metrics unilaterally, re-engage existing leads, and cleanse our database of stale and dated contacts who are no longer interested in hearing from us.

Open Rates Increased

Increasing open rates is always great! It means our subject lines are working, the contacts we're emailing want to receive our emails. We were able to improve email Open Rates by an impressive 24.6%!

Improved Deliverability

When we send emails that have a negative impact on our email health score, we also tarnish our deliverability.

Email clients prioritize senders with good reputations. By improving reputation with good sending habits, the customer was able to improve the odds that their email was getting to the inbox of the recipient and not the dreaded junk inbox!

See the next pages for email improvement results.

The company referenced in this case study is a privately held organization providing business-to-consumer services to customers by providing relationship and marriage advice through coaching and empowerment.



OVERALL EMAIL HEALTH METRICS

Email Health Scoring

HubSpot uses some key factors to determine your email health score measured against the benchmarks they set based data available to them.

Your portal's email score is then measured against several points:

- Open rates
- Click-through-rates
- Hard bounces
- Unsubscribes
- Number of emails sent

Making it easy to understand how well you're performing and where you stand against others in the HubSpot ecosystem or your industry.

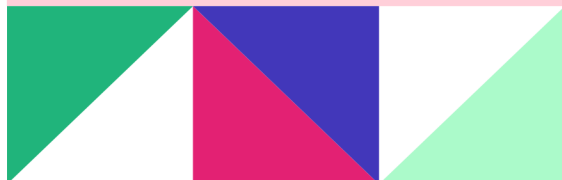
This company, as you'll see experienced an almost immediate bump in their overall email health score when a data hygiene strategy was implemented. The score increased from a five to an eight in one month.

Once again, in April, steps were taken to reduce the number of emails sent by 5.5x.

The result of that effect moved the companies email health one more step from an eight to a nine.

We have been able to maintain our ninth place holding for three consecutive months.

These efforts have demonstrated that when you prioritize your opt-in strategy, manage your contact data base, and apply best practices you can be confident your emails are getting to the inbox not the junk or spam filter.



STARTING SCORE



NOW

