

*Cali A. Thompson*

# Marketing Campaign Package

Split Between Two Different Entities Under Same Business Umbrella

*Final designed content has been publicly published and available through the included links.*

*All drafts and wireframes are my original works and intended to show the campaign and content evolution.*

All content, both original drafts and final deliverables, are intended to highlight my work, including:

- Designating the topic
- Campaign planning
- Research and interviewing SMEs
- Copywriting and copyediting
- Wireframing and information architecture
- Creative direction for graphic designers and developers
- Project management
- Publishing, posting, promotion

# Campaign Topic

*Deliverability* - a main differentiator for both business entities. Each entity (TrueAccord vs Retain) campaign featured a different type of pillar content with similar supporting content types.

- Lead Generation
- Organic SEO
- Thought Leadership
- Brand Awareness
- Sales Enablement

# TrueAccord

Pillar Content: [Microsite](#)

# Deliverability: The Most Important Metric You're Not Measuring

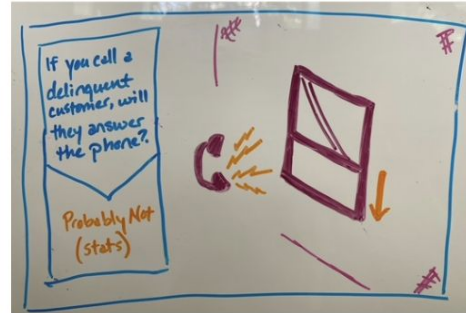
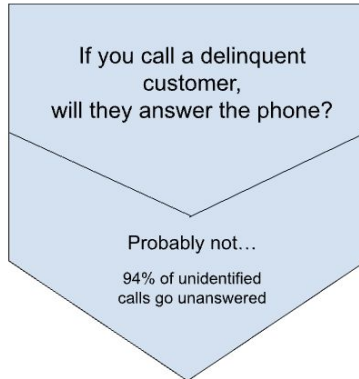
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# TrueAccord Microsite - Wireframe to Final

## Deliverability: The Most Important Metric You're Not Measuring

If a tree falls in the forest and no one is around, does it make a sound? If you try to reach out to a customer behind on their payments and your message never reaches them, the likelihood that they will engage and enter repayment isn't very high—especially when you consider the most common reason for missing a payment is because delinquent customers **simply forget to pay their bill**.

And traditional methods of reaching consumers, like outbound calling, have proven to no longer be effective...



## DELIVERABILITY The Most Important Metric You're Not Measuring

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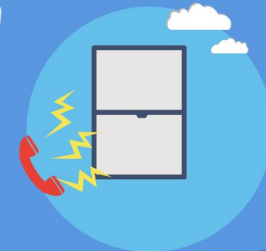
Especially when you consider the most common reason for missing a payment is because delinquent customers simply forget to pay their bill.

And traditional methods of reaching consumers, like outbound calling, have proven to no longer be effective...

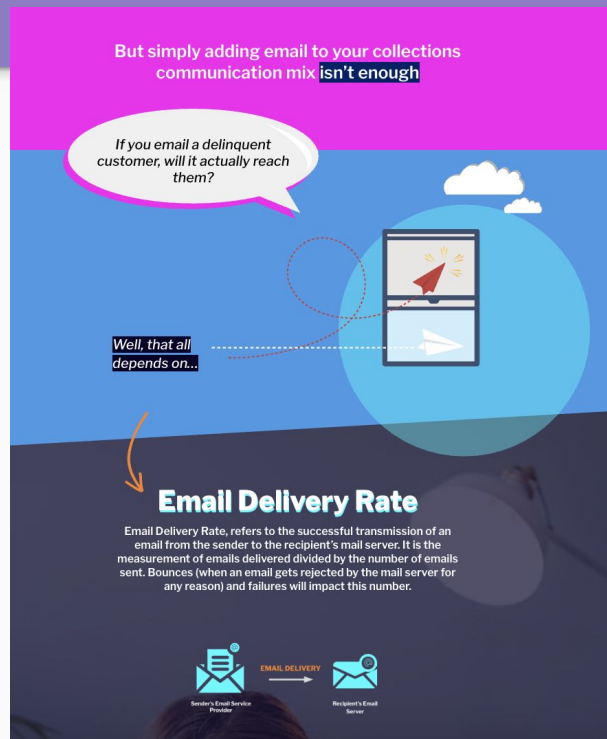
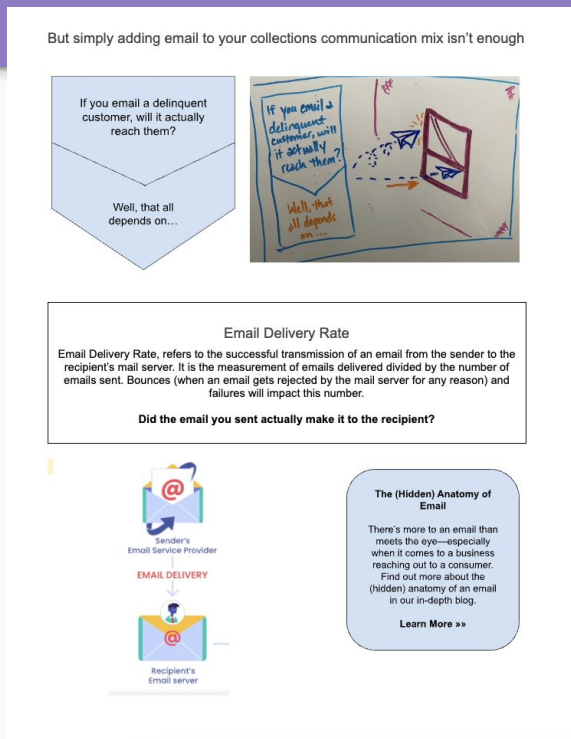
If you call a delinquent customer, will they answer the phone?

Probably not...

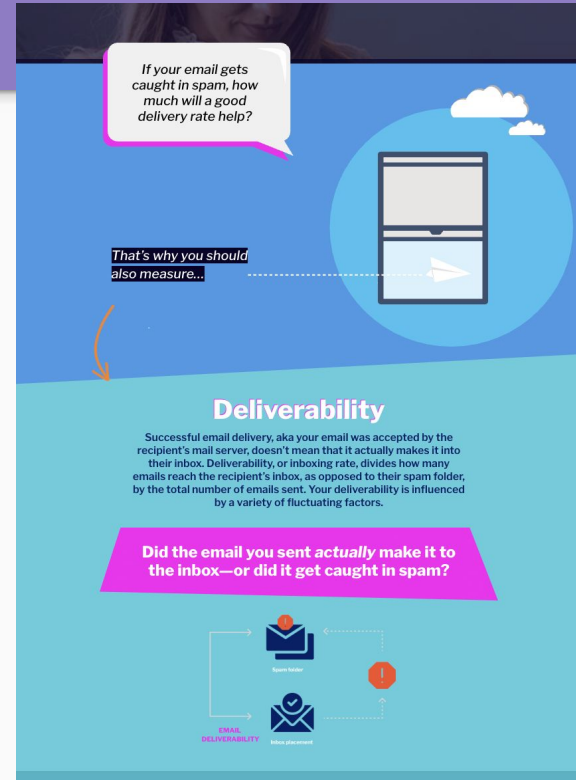
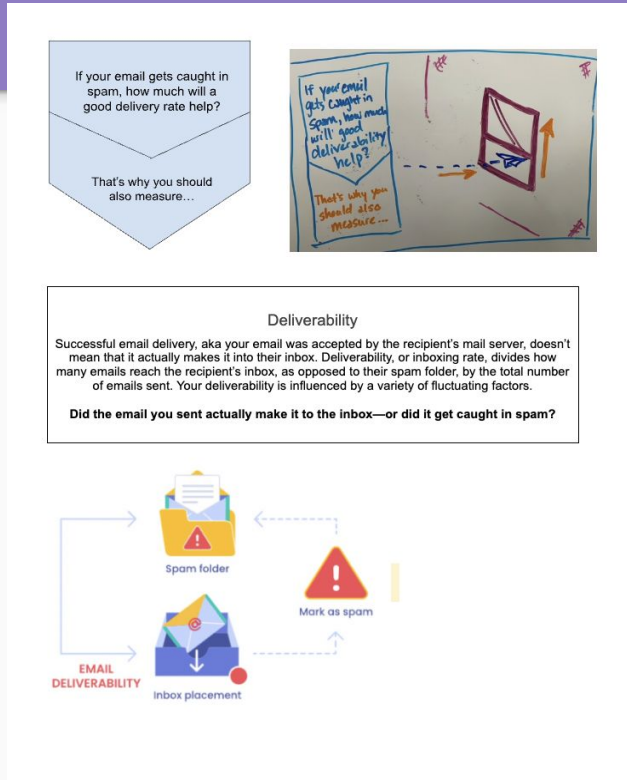
**94%**  
of unidentified calls  
go unanswered



# TrueAccord Microsite - Wireframe to Final



# TrueAccord Microsite - Wireframe to Final





# TrueAccord Webinar - Lead Generation

## ONDEMAND WEBINAR

### Deliverability and Acknowledgment: Are Your Messages Reaching Your Consumers?

In this ondemand webinar, we'll discuss why measuring deliverability is important to your collection efforts and how it can significantly impact your recovery rates.

First Name

Last Name

Business Email

Job Title

Company

Submit

By clicking "Submit" I agree to TrueAccord's privacy policy. I understand that by submitting this form I am opting-in to receiving emails from TrueAccord, and its subsidiaries.

Are you aware of the critical role that deliverability plays in achieving debt collection success? In today's digital landscape, where communication channels are flooded with countless messages and notifications, it's essential to ensure that your efforts are reaching the intended recipients. Have you ever wondered if your meticulously crafted emails and texts are even reaching your consumers, or if they are falling on deaf ears amidst the noise of the inbox?

In this ondemand webinar, our VP of Customer Experience and Head of Channel Operations will discuss why measuring deliverability is of utmost importance to your collection efforts and how it can significantly impact your recovery rates.

#### Reserve your spot now to discuss:

- Why deliverability is critical in debt collection
- How email works and how to ensure your messages don't hit the spam folder or bounce
- SMS in the context of collections and how to get through to users
- Engagement strategies for driving open rates and click-throughs on both email and SMS
- TrueAccord's approach to deliverability and how we maintain 99% success

The slide is titled "How TrueAccord achieves 99% email delivery". It features a central diagram with a green hexagon labeled "Email Deliverability" in the center. Six arrows point outwards from this hexagon to various factors: "Sender Reputation", "Content", "List Hygiene", "Timing", "Device", and "Engagement". To the right of the diagram is an illustration of two people shaking hands. Below the diagram, there are two logos: "FLUOR" on the left and "Act FD CPA" on the right. On the left side of the slide, under the heading "Strategic focus Areas", there is a bulleted list of five points.

### How TrueAccord achieves 99% email delivery

#### Strategic focus Areas

- Special tools to evaluate sender reputation
- Build relationships with industry leaders in the email space
- Having a playbook for each type of issue or concern that may come up
- Comply with privacy laws and debt-collection regulations
- Dedicated Email Operations and Deliverability Team

FLUOR

Act FD CPA

# Webinar LinkedIn Ads - Lead Generation

This interactive webinar will discuss why measuring deliverability is important to your collection efforts and how it can significantly impact your recovery rates.

The advertisement is for a TrueAccord webinar. It features an orange background with the TrueAccord logo in the top left. The main headline is 'Unlock the secret to collection and recovery success'. Below this, it says 'DELIVERABILITY AND ACKNOWLEDGMENT: Are Your Messages Reaching Your Consumers?'. Two speakers are shown in circular frames: Raja Datla and Michael Kravitz. A 'REGISTER NOW' button is in the bottom right. The date and time 'October 19, 2023 / 1 PM - 1:30 PM EST' are also present. A circular graphic with an arrow and the text 'LIVE WEBINAR' is also visible.

TrueAccord

Unlock the secret to collection and recovery success

DELIVERABILITY AND ACKNOWLEDGMENT:  
Are Your Messages Reaching Your Consumers?

October 19, 2023 / 1 PM - 1:30 PM EST

REGISTER NOW

**Deliverability and Acknowledgment:  
Are Your Messages Reaching Your...**

trueaccord.com

[Register](#)

CTR: 1.37%

# TrueAccord Blogs - SEO/Thought Leadership

Between Hitting “Send” and Reaching the Inbox:

*The (Hidden) Anatomy of Email*



How does email actually work? What happens after you hit "send" on an email? What influences your email making it to the recipient's inbox? [Find out »»](#)

Core Components for a Successful Email Program in Debt Collection



Infrastructure, Data & Content—each is required for successful email strategy. Together, these components create an optimal program, but missing one piece can lead to risks in your recovery efforts. [Learn more »»](#)

**EMAIL DELIVERABILITY**





Six Key Questions to Ask Your Debt Collection Provider

(AND HOW TRUEACCORD MEASURES UP)



Email deliverability is the top metric most companies aren't measuring for engagement. Here are 6 key questions to ask your business partners—[read more »»](#)

# TrueAccord Newsletters - Brand Awareness



[Live Webinar](#)

## Deliverability and Acknowledgment: Are Your Messages Reaching Your Consumers?

In this interactive webinar, we'll discuss why measuring deliverability is important to your collection efforts and how it can significantly impact your recovery rates.

July 27th, 1:00 pm - 1:30 pm EST

[Sign Up Now](#)

### About This Webinar





Are you aware of the critical role that deliverability plays in achieving debt collection success? In today's digital landscape, where communication channels are flooded with countless messages and notifications, it's essential to ensure that your efforts are reaching the intended recipients. Have you ever wondered if your meticulously crafted emails and texts are even reaching your consumers, or if they are falling on deaf ears amidst the noise of the inbox?

In this upcoming webinar, our VP of Customer Experience and Head of Channel Operations will discuss why measuring deliverability is of utmost importance to your collection efforts and how it can significantly impact your recovery rates.

**Reserve your spot now to discuss:**


- Why deliverability is critical in debt collection
- How email works and how to ensure your messages don't hit the spam folder or bounce
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- TrueAccord's approach to deliverability and how we maintain 99% success

[Reserve your spot now!](#)



[Microsite](#)

## Deliverability: The Most Important Metric You're Not Measuring




How do you know if your emails actually make it into your recipient's inbox? It takes more than just measuring email delivery rate. Discover the most important metric you aren't measuring in your debt collection strategy: Deliverability. Learn more about the differences between email delivery rate and deliverability rate, plus how TrueAccord measures up.

[Learn More](#)


### Core Components for a Successful Email Program

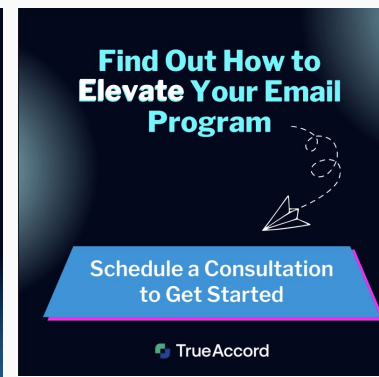
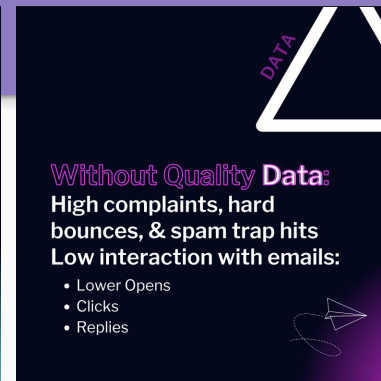
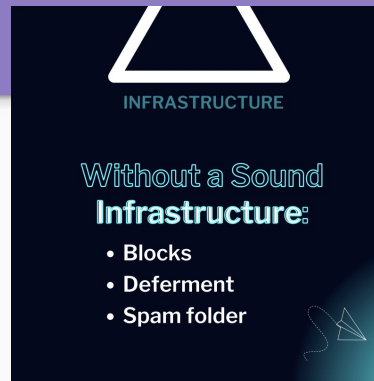
If your business uses email to reach delinquent customers, is it actually set up for success? Without each of the core components for an optimal email program, your debt collection operations are missing recovery opportunities. Learn about the core components for better email engagement in our blog.

[Learn More](#)



# TrueAccord Social Carousel - Brand Awareness

Campaign	Copy Requirements
Deliverability	<p><b>Page 1</b></p> <p>Core Components for a Successful Email Program</p>  <p><b>Page 2</b></p> <p><u>Without Quality Data:</u> High complaints, hard bounces, &amp; spam trap hits Low interaction with emails: Lower Opens   Clicks   Replies</p> <p><b>Page 3</b></p> <p><u>Without a Sound Infrastructure:</u> Blocks Deferment Spam folder</p> <p><b>Page 4</b></p> <p><u>Without Compelling Content:</u> Lack of trust Fewer opens Fewer clicks</p> <p><b>Page 5</b></p> <p>Find Out How to Elevate Your Email Program <b>Schedule a Consultation to Get Started »»</b></p>



# Retain

Pillar Content: [eBook](#)

# Retain eBook - Lead Generation



## How It Works: the Hidden Anatomy of Email

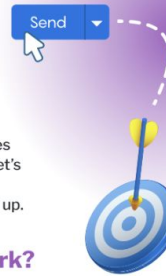
There are more factors than you may realize that go into whether or not your email reaches the target mark into a consumer's inbox, so let's look at the hidden anatomy of email and the factors that influence where your emails end up.

### How Does Email Actually Work?

When you hit the "send" button, your email service provider (ESP) sends the email to the recipient's mail server through various protocols such as SMTP (Simple Mail Transfer Protocol). The delivery process involves establishing a connection with the recipient's mail server, transferring the email content, and receiving a response indicating whether the email was accepted or rejected by the mailbox provider.

Several key factors play into whether an email gets tagged in spam or junk or filtered into "social" or "promotion" categories:

- Mailbox providers and anti-spam filters make inbox placement decisions based on a 30-day rolling history of sender reputation metrics
- Inbox placement is based on the subscriber's interaction, regardless of your business model
- All types of emails are subject to the same filtering, regardless of content



## Delivery vs Deliverability

### What is Email Delivery Rate?

Did the email you sent actually make it to the recipient?

Email Delivery Rate refers to the successful transmission of an email from the sender to the recipient's mail server. It is the measurement of emails delivered divided by the number of emails sent. Bounces (when an email gets rejected by the mail server for any reason) and failures will impact this number.

### What is Email Deliverability?

Did the email you sent actually make it to the inbox—or did it get caught in spam?

Successful email delivery, aka your email was accepted by the recipient's mail server, doesn't mean that it actually makes it into their inbox. Deliverability, or inboxing rate, divides how many emails reach the recipient's inbox, as opposed to their spam folder, by the total number of emails sent. Your deliverability is influenced by a variety of fluctuating factors, including Internet Service Providers (ISPs).





# Retain eBook - Draft to Final

## Email Deliverability: Don't Miss the Mark Delivering Your Customer Communications

### Not All Customer Communications Are Created Equal

When it comes to engaging consumers, it's no secret that outbound phone calls just don't cut it anymore—the world has gone digital and so have consumer preferences. In fact, [59.5%](#) of consumers prefer email as their first choice for communication.

But just adding email into your customer communication mix isn't enough—if your messages never reach their inbox, it doesn't matter what that customer's preferred method of communication may be.



The saying goes "don't shoot the messenger," but it's time to re-evaluate how well that messenger is actually delivering your messages.

It's time to start measuring **deliverability**.

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# Retain eBook- Draft to Final

## How Retain Measures Up

Now you have a better understanding of how email works for consumer communications, the differences and importances of measuring delivery rates and deliverability rates, plus a few of the best practices every organization should follow—which is a lot for any company to integrate and implement internally.

But partnering with a digital-first delivery platform like Retain can catch your business up to speed and exceed the national industry averages in email metrics:

DELIVERY RATE		DELIVERABILITY RATE	
Retain Delivery Rate	Average Industry Rate	Retain Deliverability Rate	Average Industry Rate
98.6%	90%	87%	84.8%

OPEN RATE		CLICK RATE	
Retain Open Rate	Average Industry Rate	Retain Click Rate	Average Industry Rate
32.8%	27.76%	1.74%	1.3%

The Retain Difference

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Retain Delivery Rate	Average Industry Rate	Retain Deliverability Rate	Average Industry Rate
98.6%	90%	87%	84.8%

Open Rate		Click Rate	
Retain Open Rate	Average Industry Rate	Retain Click Rate	Average Industry Rate
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# Retain eBook Landing Page & Social Promotion - Lead Generation

**EBOOK**

## Email Deliverability: Don't Miss the Mark Delivering Your Customer Communications

Not all customer communications are created equal...

First Name

Last Name

Email

Job Title

Company

By clicking "Submit," I agree to TrueML Product's privacy policy. I understand that by submitting this form I am opting into receiving emails from TrueML and its subsidiaries.



Submit

### About the eBook

When it comes to engaging consumers, 59.5% of consumers prefer email as their first choice for communication. But just adding email into your customer communication mix isn't enough—if your messages never reach their inbox, it doesn't matter what that customer's preferred method of communication may be.

**In this eBook, take a deeper look at:**

- Differences between delivery rate and deliverability rate
- How email actually works for customer communications
- Challenges between sending email and getting it to the inbox
- Best practices to follow
- How Retain measures up against industry standards

 **TrueML**  
2,173 followers  
1yr · 

How do you know if your emails actually make it into your recipient's inbox? It takes more than just measuring email delivery rate. Discover the most important metric you aren't measuring in your customer communication strategy: Deliverability. <https://bit.ly/3GOAf0v>


**Retain**  
TrueML Products

**EBOOK**

## Email Deliverability


Don't Miss the Mark Delivering Your Customer Communications


Download Now





13

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 Comment

 Repost

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# Key Question Guide - Sales Enablement

## Retain One-Pager

### Email Deliverability: Five Key Questions to Evaluate Your Email Strategy (and How Retain Measures Up)

Don't miss the mark delivering your customer communications. Ask your organization or communication delivery provider these five questions to start evaluating your email strategy.

#### 1. What kinds of business communications are being sent via email?

Why It Matters	How Retain Measures Up
Email is used for much more than marketing. From adjusted business hours, event reminders, updated policies, account reminders, delinquency notices, and more—successfully communicating to consumers is crucial not just for revenue but customer relations as well.	Retain as a communication delivery platform is designed with deliverability in mind to ensure that all of your business messages, from promos to policy updates, land in their intended location (customers' inboxes).

#### 2. What is your email delivery rate?

Why It Matters	How Retain Measures Up
Email Delivery Rate refers to the successful transmission of an email from the sender to the recipient's mail server, measured by emails delivered divided by the number of emails sent.	Retain has a 98.6% email delivery rate, compared to the average email delivery rate of approximately 90%.

#### 3. What is your email deliverability rate?

Why It Matters	How Retain Measures Up
Successful email delivery doesn't mean that it actually makes it into the recipient's inbox. Deliverability divides how many emails reach the recipient's inbox, as opposed to their spam folder, by the total number of emails sent.	Retain has a 87% deliverability rate, compared to the worldwide average of 84.8%.

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##### How Retain Measures Up

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# Retain Blog - SEO

## Managing Delivery and Deliverability in Digital Debt Collection



Don't just click "send" and hope for the best—you get more effective debt collection and consumer engagement results when your emails actually reach your customers' inboxes. Learn the difference between "Delivery Rate" and "Deliverability Rate" and how they affect your bottom line [here»»](#)

# Retain Social Carousel - Brand Awareness

Campaign	Copy Requirements
Retain Email Deliverability	<b>Page 1</b> <b>BY THE NUMBERS</b> Email Deliverability Statistics Retain vs National Averages
	<b>Page 2</b>  Delivery Rate 98.6% vs 90% Retain has a 98.6% email delivery rate, compared to the average email delivery rate of approximately 90%
	<b>Page 3</b>  Deliverability Rate 87% vs 84.8% Retain has a 87% deliverability rate, compared to the average of 84.8%
	<b>Page 4</b>  Open Rate 32.8% vs 27.76% Retain has a 32.8% open rate, compared to the 2023 average open rate of 27.76%
	<b>Page 5</b>  Click Rate 1.74% vs 1.3% Retain has a 1.74% click rate, compared to the 2023 average click rate of 1.3%.
	<b>Page 6</b> <b>Schedule a Consultation</b> Learn more about email deliverability and how Retain consistently performs above the rest

