A summary of
Ask the Experts #06

Hello!

Our sixth '**Ask the Experts**' session themed '**Smart Email Marketing with Zoho Campaigns**' was conducted recently and the response we had was overwhelming. We received quite a number of good questions, both well ahead of and during the 5-hour live session. Thank you for letting us know your questions, and we'll be available even in the coming days with our monthly live sessions. For those of you who missed out on the questions, and for those who want a quick reference for everything that was discussed, here's a summary of all the questions and the responses, according to categories.

Table of Contents

Contact management

Question 1 - Can you please explain how we can move email addresses, which are accurate and accepted by other programs such as MS Outlook, from the 'hard bounce' area into the 'live' area?

You can create a sign-up form and share the URL of it with your contacts falling under the "hard bounces" category via your business email platform. This way, your contacts can resubscribe to your account. Alternatively, you can write to us at support[at]zohocampaigns[dot]com by sharing a list containing the hard bounce contacts. After which, our Email Deliverability team could check and revert them to active status if found false positive.

Question 2 - We are still not clear about how ZCampaigns manage the contacts falling under the 'hard bounces' or 'failed delivery' category after the end of a campaign. If we start a new campaign with the same list that has contacts categorized as mentioned before, will the email be sent to the contacts or not? How to clean a list and prevent emails from being sent to contact in a list that has hard bounces?

A hard bounce is generally a result of an email ID being invalid. If the hard bounce rate of your campaign is high, it takes a toll on your domain's reputation.

You can know more about your domain reputation management here - https://www.zoho.com/campaigns/help/deliverability/reputation-management.html

To help you handle the hard bounces effectively, Zoho Campaigns automatically moves the invalid IDs to a registry called 'do-not-mail'. Needless to say, this action takes place once a campaign is sent. To make sure that you import only active addresses into your mailing list, we'd recommend you to use an online email list cleaning service.

Question 3 - I'm not able to import contacts associated with group email ids (info@...com, sales@...com). Why is it so and how to send emails to those contacts?

As you may know, email addresses that are classified as 'Group Email IDs' doesn't belong to an individual but departments within an organization. Moreover, those IDs are not meant for receiving marketing emails. That being the case, Zoho Campaigns doesn't allow one to import such addresses, as sending marketing emails inadvertently to the same might result in spam complaints.

For more information on this, kindly refer this helpful document - https://www.zoho.com/campaigns/help/deliverability/why-avoid-role-group-address.html

Question 4 - Is it possible to have a sign-up logic without any verification? I don't want the verification email to go to the concerned email addresses.

It's near impossible as Zoho Campaigns is a permission-based email marketing platform.

We mandate the double opt-in process mainly for two reasons:
1) To make sure that a contact is expressing his/her consent to receive emails from you
2) To verify whether your contacts' mailbox is active or not

This way, we can prevent inactive/invalid email addresses from entering into your mailing list.

Question 5 - We are currently running a campaign and we have 6500 contacts with tag as a prospective customer and we want to split the contacts to send the emails out. How can we split the contacts as it has the tag on the segment as 'prospective customer'?

You can refer your prospective customers' data and see if you can further categorise them based on any other fields like their country/industry. If yes, you can create a segment under the list itself with country/industry as the category.

Email deliverability

Question 1 - What is your overall deliverability rate/delivery success rate as an ESP compared to competitors such as MailChimp, Constant Contact, Campaign Monitor, etc?

As of now, we don't have any document that compares our delivery rates with that of our competitors. However, we do compare our rates regularly and it's competitive.

Coming to your next question, we would need to know what your practices are and your requirements (email quantity) to offer the best solution. To talk extensively about this and more, kindly drop an email to support[at] zohocampaigns[dot]com.

Question 2 - New to Zoho... I would also like to know stats on deliverability compared to other email systems -- we too have not committed to Campaigns yet because of continuing [perceived or real] deliverability challenges. Why are test emails delivered with "Potential Phishing" message and, when we drop, do all of our email recipients get the same message? Will getting our domain verified resolve that issue? Want information about the domain authentication, and exactly how/why that improves deliverability.

Currently, we don't have any delivery rate comparison document that can be shared with the outside world. However, we do compare our delivery rates with that of our competitors.

We would like to ask you a question: Did you try sending the test email through Zoho Campaigns? If yes, can you share the header of the email with us, please? This helpful document would explain to you what email header is and how it can be fetched - https://www.zoho.com/campaigns/help/deliverability/how-to/message_headers.html

However, here's a quick answer from us:

If you had used your DMARC enabled domain to send the test email from Zoho Campaigns (without authenticating it via Zoho Campaigns), your email would have been classified as a phishing email.

Over and above, it's crucial to authenticate your domain when you're using a third-party service to carry out your email marketing activities. Through authentication, you're making it clear that the emails sent from the concerned platform using your domain are legitimate.

Here are a couple of helpful links that can improve your understanding of domain authentication:

1. https://www.zoho.com/campaigns/help/deliverability/domain-authentication.html

2. https://www.zoho.com/campaigns/help/deliverability/domain-authentication/spf-senderid.html

Reports and analytics

Question 1 - I was displayed with the following numbers before sending out follow-up emails to the unopened contacts of a campaign

Email sent - 5423, Delivered - 3507,

Bounces - 1916,Unopened - 2736

I thought that 2736 emails would be sent under the follow-up campaign, but later I found out that 3179 emails were sent? Any idea on why this happened?

Generally, when one tries to send a follow-up campaign to the unopened contact (parent campaign), the contacts under soft bounce category (normally happens when a receiver's server is down/too busy) will also be added to the list of recipients for the follow-up campaigns. That's why you saw a surge in your recipients' count. Furthermore, to know the number of soft bounces of a campaign, head to the Reports section and access the option named "bounces and auto-replies". Needless to say, we'll remove the hard bounce contacts form your mailing list to safeguard your domain's reputation.

Email templates

Question 1 - Is it possible to reduce the size of my images in the email campaign itself automatically so that emails don't land in spam?

Currently, we don't have an option to resize the image. You'll have to resize images outside Zoho Campaigns and ensure to import the one which is less in size

Question 2 - How can I add more social media options?

You can do that with an option called "widgets" present inside the drag-and-drop template editor.

Zoho CRM and Zoho Campaigns

Question 1 - Where can I find information for how ZOHO Campaigns aligns with ZOHO CRM?

To grasp the nuances of the Zoho Campaigns - Zoho CRM integration, kindly refer this helpful document - https://www.zoho.com/campaigns/help/crm/

Question 2 - I have my CRM synced with Campaigns, so if I have a new lead/contact added to CRM, will the data be updated automatically in the associated mailing list?

Yes! Once you set up a recurring sync (immediate, daily, weekly, and monthly), the data will automatically be updated inside Zoho Campaigns.

Automation

Question 1 - How do I set up automated emails (like sorry-to-see-you-go) to contacts that have unsubscribed from a mailing list? Also, how do I add a custom image in the background of an email?

When a recipient unsubscribes, s/he will immediately be moved to a registry inside Zoho Campaigns called "Do-Not-Mail". Once that happens, you won't be able to send emails to those contacts further. And that's why it is not possible to engage your unsubscribed contacts one bit using an autoresponder.

Coming to your next question, there is no option as of now to add a custom image on an email background. However, we're planning to introduce this option in the near future.

Question 2 - Is it possible to create an email thread? My requirement is this: If my

lead opens my email, another email must be sent. If my lead clicks on a certain link, a different email must be sent, and so on.

Yes! You can do this in two ways:

1. Once a campaign is sent, you can go to the 'Reports' section, create follow-up emails for opens and clicks, and schedule them.

2. You can also create different follow-up emails for your recipients' action using 'Email-action based' autoresponder.

Question 3 - How do I set up an email reminder for all my webinar registrants before it starts?

Zoho Meeting itself has an option that allows you to send out automatic email reminders at the time you specify (various time intervals starting from 24-hours to 2-mins before the webinar). If you want to customize your reminder emails with respect to design, you can always turn to Zoho Campaigns and schedule your emails according to your convenience.

More about Zoho Campaigns

Question 1 - Is there a way that all users can access a mailing list created by someone else?

It's possible to grant access privilege to all users in the account by using 'Roles and Privileges' option. Simply create a custom role, enable access privilege for mailing lists, and assign the created role to all users who need access.

Question 2 - How can I have multiple mailing lists without showing them all to the

user when they update their preferences? I'am also curious about a more seamless Zoho Forms integration to Zoho Campaigns.

You can have multiple mailing lists without showing them all to the user. The users can only see the mailing list in which they're a part while updating their preferences. The rest of the mailing list will not be visible to them.

When you sync your Zoho Campaigns account with your Zoho Forms account, the mapped fields in your Zoho Campaigns account will get updated from your Zoho Forms submissions. To know more about the integration, you can refer to this page.

Contact Us

Zoho Corporation

4141 Hacienda

Drive

+1 (888) 900 9646 (USA)

+44 (20) 35647890 (UK)

You can join the product-related discussions on our Community page for more information.

Visit https://www.zoho.com/campaigns/ to sign up for a free account!