



Adobe Marketo Engage

Optimizing Email Deliverability

Course description: The important messages in your marketing emails can only engage your target audience if they make it to the inbox. In *Optimizing Email Deliverability*, you'll learn how to measure both email delivery and deliverability, how email spam filters work and how key email metrics are calculated. You'll then dive into how the five components of email reputation – data quality, email engagement, authentication, IP and domain reputation, and email content – affect your deliverability. Lastly, you'll learn deliverability best practices that can be configured in your Marketo instance and how to troubleshoot and improve your deliverability should any issues arise.

Product features covered: This course covers the core Marketo Engage product. It does not cover any add-on products.

Best for: Marketers with hands-on experience using Marketo Engage who regularly use email marketing to communicate with their audiences

Recommended prerequisites:

- Marketo Core Concepts I
- Experience: Students should know how to build an email program, use the Email Editor, create a smart list, create a smart campaign, and pull a global report.

Duration: 3 hours

Format: Hands-on exercises and demonstrations help you gain in-class practice creating email content that is optimized for deliverability. Take-home exercise guides help extend your learning beyond the class as you apply what you have learned back in your job.

If attending virtually, we recommend using two computer screens: one to view the instructor demos and one to complete the activities and lab exercises in the training environment.

Learn to:

- Define email delivery and deliverability
- Understand email spam filters
- Understand key email metrics and terms
- Identify the components of email reputation
- Troubleshoot and improve deliverability

Course materials

- *Optimizing Email Deliverability Student Guide*
- *Optimizing Email Deliverability Exercise Guide*

Start Learning Today

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