The Best Outbound Setup for Google & Yahoo's New Rules
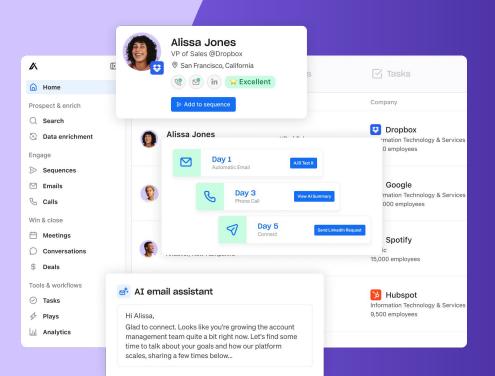
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Today's agenda

1. Housekeeping (Do these things first)

2. Meet the host James A. O'Sullivan

3. Google & Yahoo's new anti-spam rules

4. How to comply with the new rules

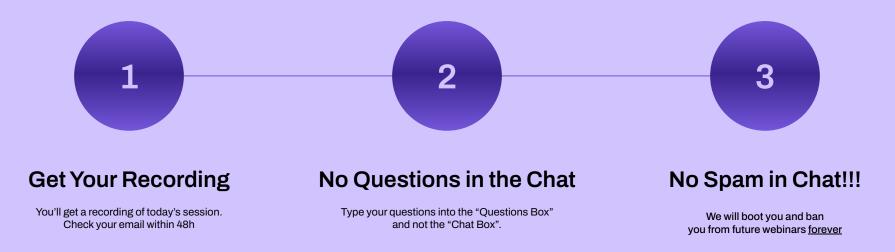5. Deliverability features in Apollo

6. Q&A

The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

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AUTODESK   stripe   DocuSign   RIPPLING

Alissa Jones
VP of Sales @Dropbox
San Francisco, California

⭐ Excellent

▷ Add to sequence

Home

Prospect & enrich
- Search
- Data enrichment

Engage
- Sequences
- Emails
- Calls

Win & close
- Meetings
- Conversations
- Deals

Tools & workflows
- Tasks
- Plays
- Analytics

Tasks

Company

Dropbox
Information Technology & Services
0 employees

Google
Information Technology & Services
000 employees

Spotify
ic
15,000 employees

Hubspot
Information Technology & Services
9,500 employees

Alissa Jones

Day 1
Automatic Email
A/B Test It

Day 3
Phone Call
View AI Summary

Day 5
Connect
Send LinkedIn Request

🗨 **AI email assistant**

Hi Alissa,
Glad to connect. Looks like you're growing the account management team quite a bit right now. Let's find some time to talk about your goals and how our platform scales, sharing a few times below...

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Quick Housekeeping

1

2

3

Get Your Recording

You'll get a recording of today's session.
Check your email within 48h

No Questions in the Chat

Type your questions into the "Questions Box"
and not the "Chat Box".

No Spam in Chat!!!

We will boot you and ban
you from future webinars <u>forever</u>

Really.

We will delete messages and ban offenders at our discretion.

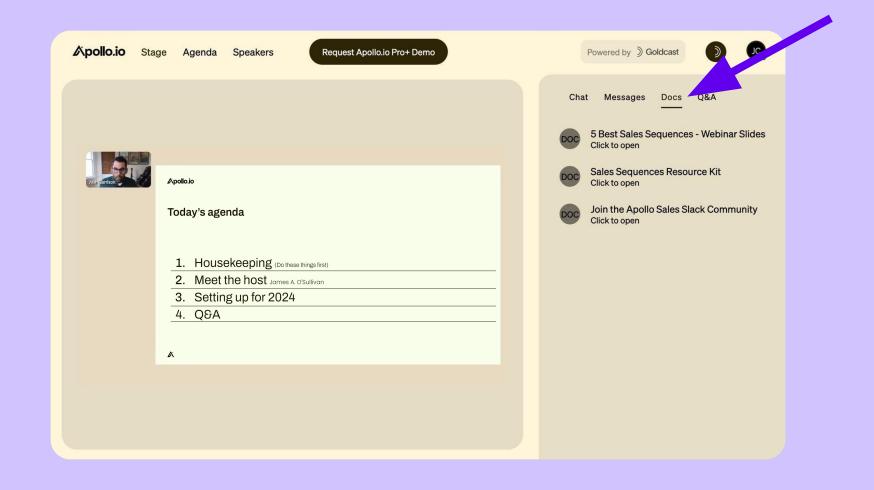# No spam.

(This includes dropping your LinkedIn. You can connect in our Sales Community.)

Don't be rude.

Want to apply what I'll show in YOUR Apollo? <u>We have a resource kit for you!!!!</u>
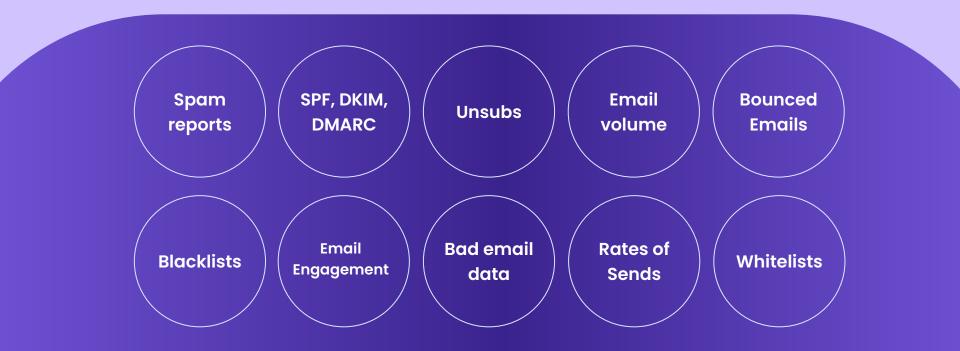
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Your host

James A. O'Sullivan

Apollo Academy Professor
(and recovering sales leader)

If you send cold emails, deliverability is your #1 priority.

Sender Reputation is a Complex Web of Factors

- Spam reports
- SPF, DKIM, DMARC
- Unsubs
- Email volume
- Bounced Emails
- Blacklists
- Email Engagement
- Bad email data
- Rates of Sends
- Whitelists

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What did Google & Yahoo change?

Google and Yahoo announced new sending guidelines that start going into effect February 2024.

Why?
To protect their users from spam.

Who do the rules apply to?

1 **You are a bulk sender** (an organization that sends 5,000 or more messages a day to Google personal mailboxes)

2 **For Google:** only applies to messages sent to **PERSONAL** accounts (not Google Workspace accounts)

- Google counts all messages from the same primary domain for the 5,000-message limit

    acme.com + promotions.acme.com

- Non-sales emails can easily hit this limit (marketing sends, transactional emails)

- Once you're classified as a bulk sender, you can't go back

- @gmail.com

- @googlemail.com

What Everyone Needs to Do

Applies to anyone emailing @gmail.com addresses, but best practice is to do this no matter who you email!

Email authentication

(SPF + DKIM)

Spam rate < 0.3%

(but ideally < 0.1%)

Additional Requirements for Bulk Senders

Email authentication

(SPF + DKIM + DMARC)

Spam rate < 0.3%

(but ideally < 0.1%)

One-click unsubscribe

Enforcement Timeline

For Google

Feb. 2024

Bulk senders who don't meet requirements will start getting temporary eros on non-compliant email traffic

Apr. 2024

Google will start rejecting non-compliant email traffic and gradually increase rejection rate

Jun 1. 2024

Bulk senders have until this date to implement one-click unsubscribe in commercial, promotional messages

Yahoo: "Enforcement will *begin* in February 2024, and we will continue to gradually roll out enforcement as we monitor compliance metrics"

Who do the rules really apply to?

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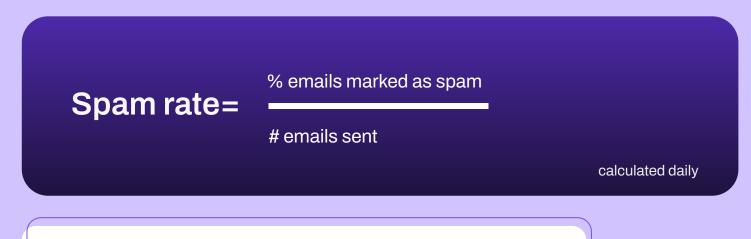**Scheduler** **Automator** **Content**

Microsoft Google Sendgrid

Outlook Google Yahoo

Sender Email
Service Provider

Receiver mailbox
provider

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How to comply with the new anti-spam rules

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Set up authentication for every domain you use

SPF

Where you're coming from

DKIM

Who you are

DMARC

What you're doing with imposters

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Keep spam rate under 0.1%

$$\text{Spam rate} = \frac{\%\text{ emails marked as spam}}{\#\text{ emails sent}}$$

calculated daily

1 person who reports your email as spam for every 1000 emails you send to Google/Yahoo personal inboxes
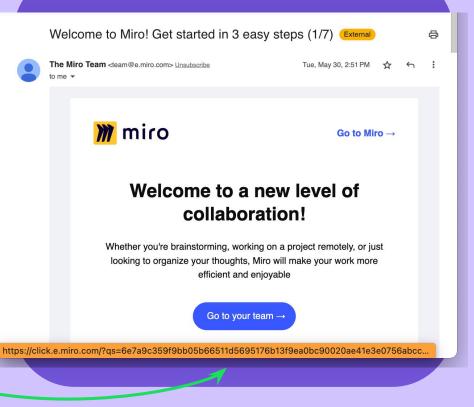
Google

Your account has been disabled

It looks like this account violated the
Google Workspace policy. Examples of violations include
sending spam or using the account for any kind of fraud.
Contact your administrator for additional help.

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Leverage multiple domains

hi.domain.com

domainsends.com

domainmail.com

Limit the # of emails you send per hour + per day

Our recommendations (per mailbox):

- 50 emails sent per day

- Can be more if sending campaigns with >5% reply rate & high domain rep

- 6 emails sent per hour

- 600 seconds delay between emails

From Google's Email Sender Guidelines

If you send large amounts of emails, we recommend you:

- ❏ ==Send email at a consistent rate.== Avoid sending email in bursts.

- ❏ ==Avoid introducing sudden volume spikes== if you do not have a history of sending large volumes. For example, immediately doubling previously sent volumes suddenly could result in rate limiting or reputation drops.

- ❏ ==Frequency of sending email==: You can increase the sending volume more quickly when you ==send daily instead of weekly==.

Source

Let's see the deliverability features in Apollo…

Want to speak to Apollo's Sales Team?
(about a Professional or Custom Plan)

Q&A

Thank you

We'd love to hear your feedback!

Follow us on