

Deliverability Services

Why deliverability matters

When your messages slide into spam folders or get filtered out before they reach a subscriber, it causes opens to drop, automations to stop converting, and the revenue or interest you expected from email never materializes. Deliverability Services give you a direct line to Campaign Monitor experts who already know the platform, your sending patterns, and what success looks like across thousands of programs.

What Deliverability Services can help with

Depending on your needs, Deliverability Services may support:

- Review of current sending practices and account setup
- Guidance on improving deliverability and engagement performance
- Planning for domain or IP changes
- Analysis related to specific deliverability concerns or performance questions

Who deliverability services are for

Existing Campaign Monitor customers who want to:

- Understand why their emails aren't reaching the inbox and what to change
- Get specialist recommendations tailored to their account, not generic checklists
- Tap into deliverability expertise without hiring it in-house

Service Options

Deliverability Optimization Review

A focused project that assesses your current performance, uncovers what is holding it back, and delivers prioritized recommendations within a defined scope.

Best suited to customers who need:

- A one-time assessment of a specific issue or program question
- A live strategy session with documented findings
- Clear next steps before or after a major change to your sending

Deliverability Advisory Retainer

An ongoing relationship with our deliverability experts that delivers regular performance summaries and written guidance through a set number of advisory hours each year.

Best suited to customers who need:

- Regular visibility into deliverability across the year
- Written performance summaries and follow-up guidance
- A structured annual model without project commitment

How to know which service is right for you

Deliverability Optimization Review Choose this if you need...

A defined, time-bounded engagement with a live session, deeper analysis, and documented recommendations for a specific issue or program change.

Deliverability Advisory Retainer Choose this if you need...

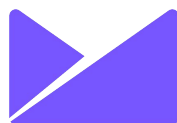
Ongoing performance visibility and written follow-up guidance delivered within your included annual hours, without committing to a new project.

What to expect

Our deliverability experts work alongside your team to understand current performance, identify the specific factors holding it back, and recommend practical next steps based on your goals and sending program. Every engagement runs on a structured service model with clearly defined scope and service boundaries, so you always know what's included and what's coming next.

Ready to get started?

Log in and contact our team, or reach out to your Account Manager or Customer Success contact.



Campaign Monitor