mailercloud

How **Akbar Travels Enhanced Email Deliverability** and **Engagement** with Mailercloud

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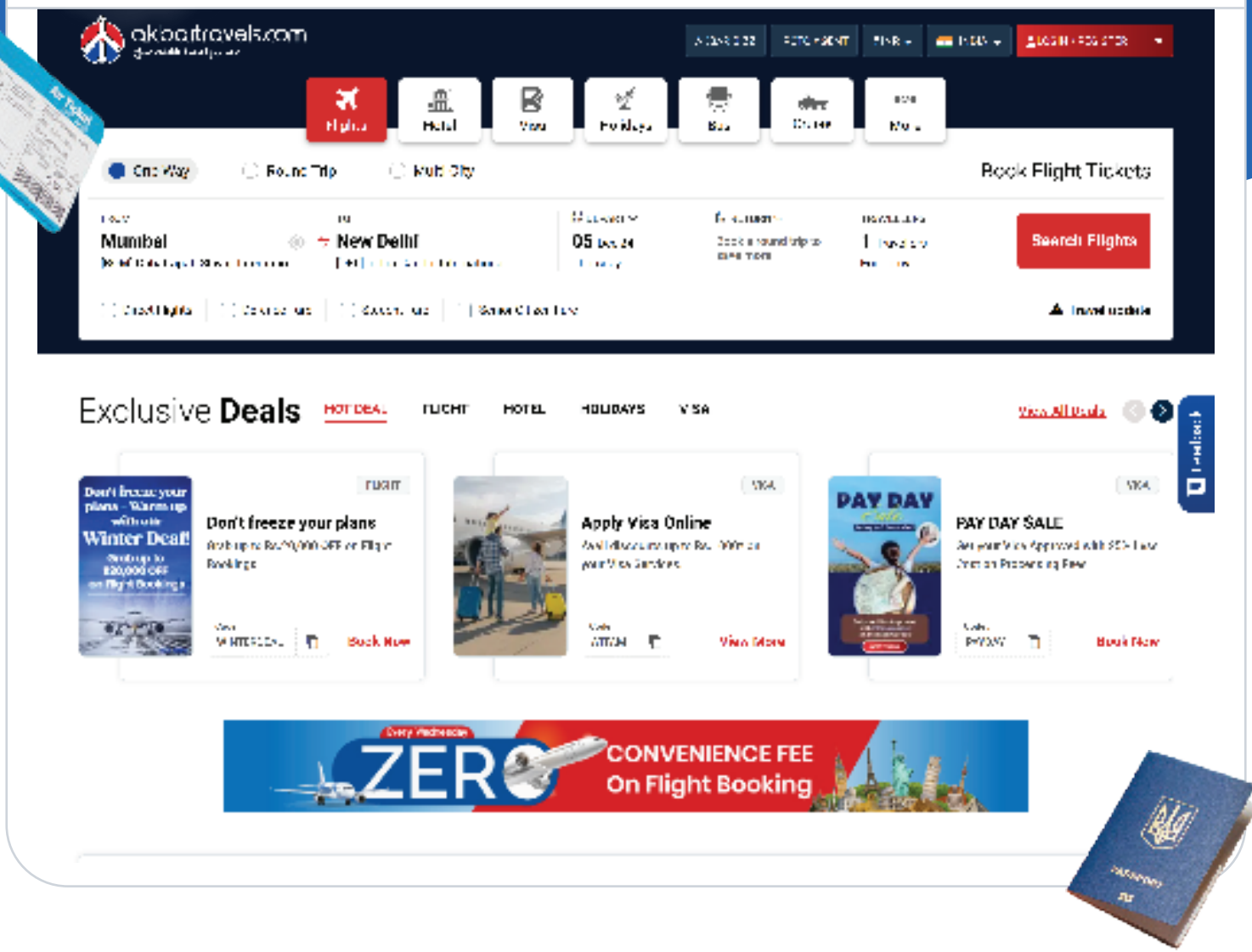


Akbar Travels, a leading travel solutions provider, serves millions of customers worldwide. They rely on email marketing to share **travel deals**, **updates**, and **personalized travel itineraries**.

Challenges Faced

by Akbar Travels

01 **Spam Folder Issues:** **85%** of Akbar Travels' emails were landing in the spam folder, causing a significant drop in engagement and reach.

02 **Scaling Email Volume:** The client faced challenges in **increasing email campaign volumes** efficiently to reach a larger audience.

03 **ISP-Specific Blocking:** **Yahoo** and other **ISPs flagged** their emails, **resulting in delivery failures** to a substantial portion of their subscribers.

04 **Technical Configuration Gaps:** The absence of proper DMARC records and **incomplete DNS verification caused deliverability issues.**

05 **Low Engagement Rates:** Their email campaigns were not generating the expected engagement, with **below-average open and click-through rates**.

Mailercloud's
Strategic Approach

01 Improving Reputation with Major Providers:

Enhanced **Google Postmaster reputation to "High”** and brought **Microsoft's SNDS reputation status to "Green,"** ensuring better deliverability across these platforms.

02 Daily Volume Execution Plan:

Created and executed **a systematic plan** for gradual email volume scaling, ensuring **consistent inbox placement** without overloading IPs or domains.

03 Resolving ISP-Specific Issues:

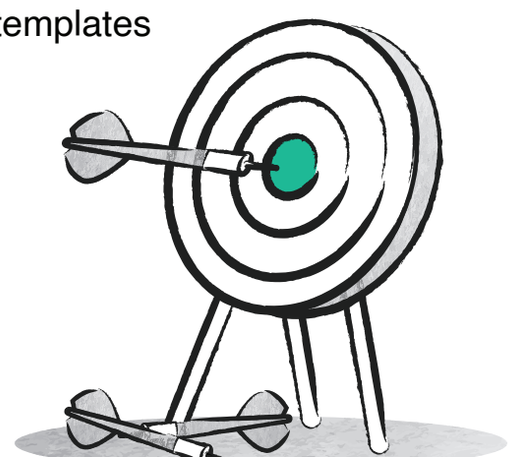
Worked closely with **Yahoo and other ISPs to resolve flagged email issues**, ensuring smooth deliverability across platforms.

04 Technical Support and Authentication:

Provided **expert guidance to set up DMARC, SPF, and DKIM records**, ensuring complete domain authentication and alignment with industry standards.

05 Enhanced Content and Deliverability:

Suggested impactful subject lines, trustworthy sender names, and visually appealing yet spam-safe email templates to maximize engagement.



Implementation
Process

01

Stepwise Execution of Warmup Strategy:

- Followed a gradual warmup process for the client's **domains and IPs to build strong sender reputations**.
- Monitored domain trust signals and adjusted sending patterns to **ensure consistent deliverability**.

02

Comprehensive Health Checks:

- **Regularly audited DNS** configurations (SPF, DKIM, DMARC) and resolved technical misalignments to ensure compliance with industry standards.
- Used real-time data tools to identify and **fix performance issues like high bounce rates or blocklisting threats**.

03

Advanced Segmentation Techniques:

- Divided contacts into **segments based on behavior**, **engagement levels, and preferences**, enabling highly personalized and effective email campaigns.
- **Prioritized high-engagement segments** for initial campaign runs to maintain sender reputation

04

Spam Testing and Deliverability Assurance:

- Conducted thorough **pre-send testing with spam check tools** and **seed lists** to maximize inbox placement.
- Analyzed test results to **optimize email content** and **sending patterns** before live execution.

Remarkable
Results Achieved

01

Significant Inbox Placement Improvement:

Inbox placement surged from **15% to 85%**, drastically reducing spam folder occurrences and ensuring wider audience reach.

02

Boosted Engagement Rates:

Open rates increased by an impressive **28%, while click-through rates improved by 11%**, demonstrating heightened recipient interest and interaction.

03

Achieved Full Volume Goals:

Successfully **scaled email campaigns to reach 100% of the client's** expected volume, meeting their outreach objectives without any deliverability compromise.

04

Enhanced Campaign Effectiveness:

Optimized email templates and **precise targeting strategies** led to a noticeable improvement in overall user engagement and satisfaction.

Hear It From Akbar Travels

Mailercloud's support team is very responsive and always ready to assist whenever there is an issue. The platform is incredibly easy to use, and implementation is seamless.

Shahzadi Shahista S
Akbar Travels

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Success Stories
Your Achievements, Our Pride.

Experience real victories with Mailercloud. Your success story could be next!

Trustpilot 4.8 | Capterra 4.7 | G2 4.3

We use Mailercloud solutions for e-mail marketing applications and found it very user-friendly. The tools including the report generation are good. The service team is proactive and has the ability to meet deadlines.

PG Prageesh
Chief of Corporate Communications
Air India Express

AIR INDIA express

Zane Vondracek
2 reviews IE

I like Mailercloud because is powerful

I like Mailercloud because is powerful, yet simple. It integrates with wordpress well through the wordpress plugin and I am able to run multiple campaigns easily. The crew is alwys answering very quickly and I believe that it has the potential to grow very fast.

Luis P.
Founder of Networking Bolivia

"Mailercloud is an excellent tool for sending emails"

What do you like best about Mailercloud?
Mailercloud is an excellent tool for sending emails, thanks to this platform my business is growing and is bearing good fruit I have not found other tools with the same characteristics mailercloud is the best

What do you dislike about Mailercloud?
Iwould like them to include more innovation, never stop showing innovation

Donatas J.
Startup Marketing Advisor

"User-friendly interface and responsive support"

Overall:
With its simplicity, responsiveness, and delivery effectiveness, MailerCloud has become my preferred choice for email automation. Highly recommended!

Honored for Excellence and Innovation

Our invaluable clients

Clients who are part of the Mailercloud Journey

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wipro foundation

upGrad

കേരള ഗ്രാമീൺ ബാങ്ക്
Kerala Gramin Bank
(A Government owned scheduled bank sponsored by Canara bank)

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taxoz

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turtle

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expedien

POLITICAL

Martin Miller
FITNESS

PRIMACY
Quality. Christian. Education.

kerala
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Francis Alukkas
A HERITAGE OF PURITY

CIAL
COCHIN INTERNATIONAL AIRPORT LIMITED

Why Choose Mailercloud?

Comprehensive Support

From domain configuration to ISP issue resolution.

Data-Driven Insights

Weekly reports for actionable improvements.

Proven Results

Optimized email campaigns with guaranteed performance uplift.

mailercloud

Join the Success Story

Transform your email marketing with Mailercloud's advanced tools and strategies.

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