

Welcome to the CIO Hour!

March 2024

Demystifying Email Deliverability

Today's Panel



RON MCGRATH

CEO and Co-founder of HighRoad Solutions
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Ron McGrath, leads a team of smart digital marketers and technologists to help associations get more out of their marketing technology stack. With more than 25 years of technical expertise, his vision for a productized way to extract data sets from any association management system and move them into HubSpot has revolutionized the way in which associations can build personalized member experiences and meaningful customer journeys.



BOB GENTRY

PM, Association Management Software Specialist Military Officers Association of America (MOAA)
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Bob Gentry is a business analyst, email compliance manager, and database manager at the Military Officers Association of America (MOAA), the nation's largest and most influential association of military officers. He works with the association's AMS, email marketing tool, and marketing automation platform to ensure all are properly integrated and messages from each platform follow company formats and standards. He has worked in the association environment for over 35 years.



JAMES C. MARQUIS

Chief Information Officer, 501Works
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour: Demystifying Email Deliverability

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month

Visit www.theCIOHour.com for upcoming topics and events.



Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

In the News...

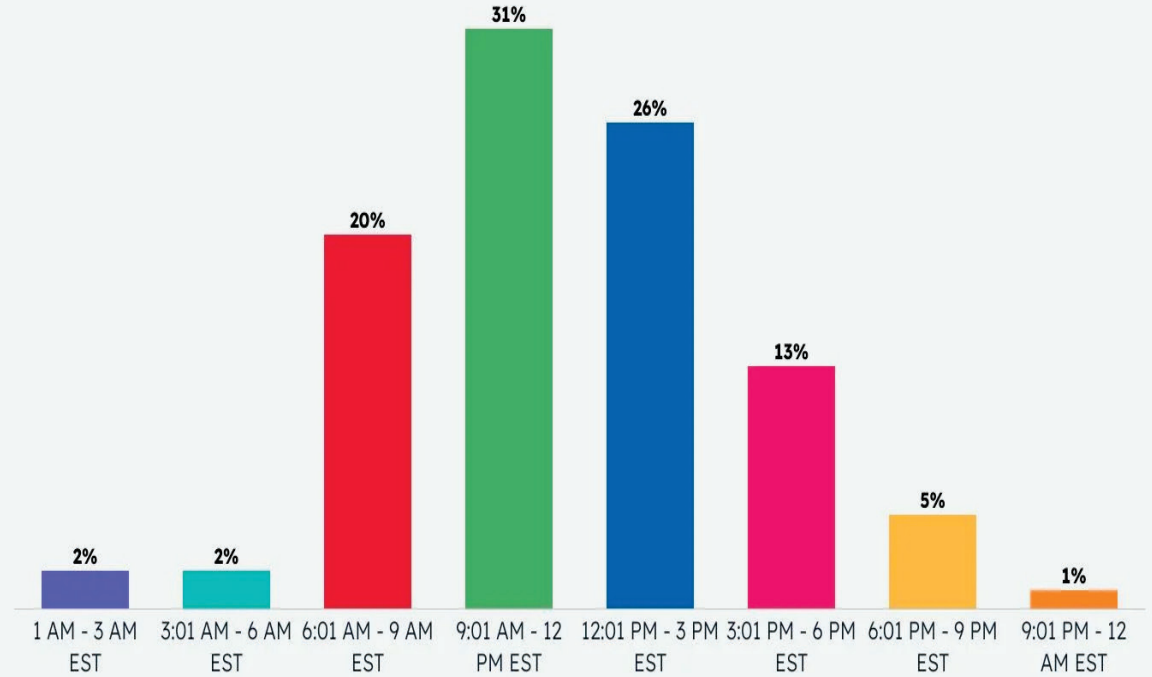
1. Apple's zero day threats doubled last year – three things IT must do now
<https://www.techradar.com/pro/apples-zero-day-threats-doubled-last-year-three-things-it-must-do-now>
2. Venture capital firm's plan to buy nonprofit hospital system has Ohio community on edge
<https://www.cnbc.com/2024/03/02/heres-why-general-catalyst-is-trying-to-buy-summa-health.html>
3. Health insurance giant roiled by cyberattack sets up loan program for cash-strapped health providers
<https://www.cnn.com/2024/03/01/tech/change-healthcare-cyberattack-loan-program/index.html>
4. Moon landing: US clinches first touchdown in 50 years
<https://www.reuters.com/technology/space/us-achieves-first-moon-landing-half-century-with-private-spacecraft-2024-02-23/>

Today's Topic: Demystifying Email Deliverability

A few fun facts...

- More than **347 billion** emails are sent and received each day. (Statista, 2022)
- **Tuesdays are the best** days to send an email for the highest performance, Sundays are the worst. (HubSpot Blog Research, 2023)
- **55%** of emails are opened on **mobile devices**. (eMarketer, 2023)
- **Too many emails** is the number one trigger for consumers to **unsubscribe**. (Gartner, 2022)
- **37%** of survey respondents in the U.S. have two email addresses and **28%** have over four. (Statista, 2022)

Best Time To Send Marketing Emails



HubSpot Blog Research, survey of 150+ Marketing and Advertising professionals in the U.S. in October 2023



SOURCE: <https://blog.hubspot.com/marketing/email-marketing-stats>

On to Your Questions...

Tell me about some of your struggles and what made you want to adopt a more proactive posture on your approach to email?

I've read a lot about Google and Yahoo
upping their levels on email security.
What has changed?

What are SPF, DKIM and DMARC?

SPF records

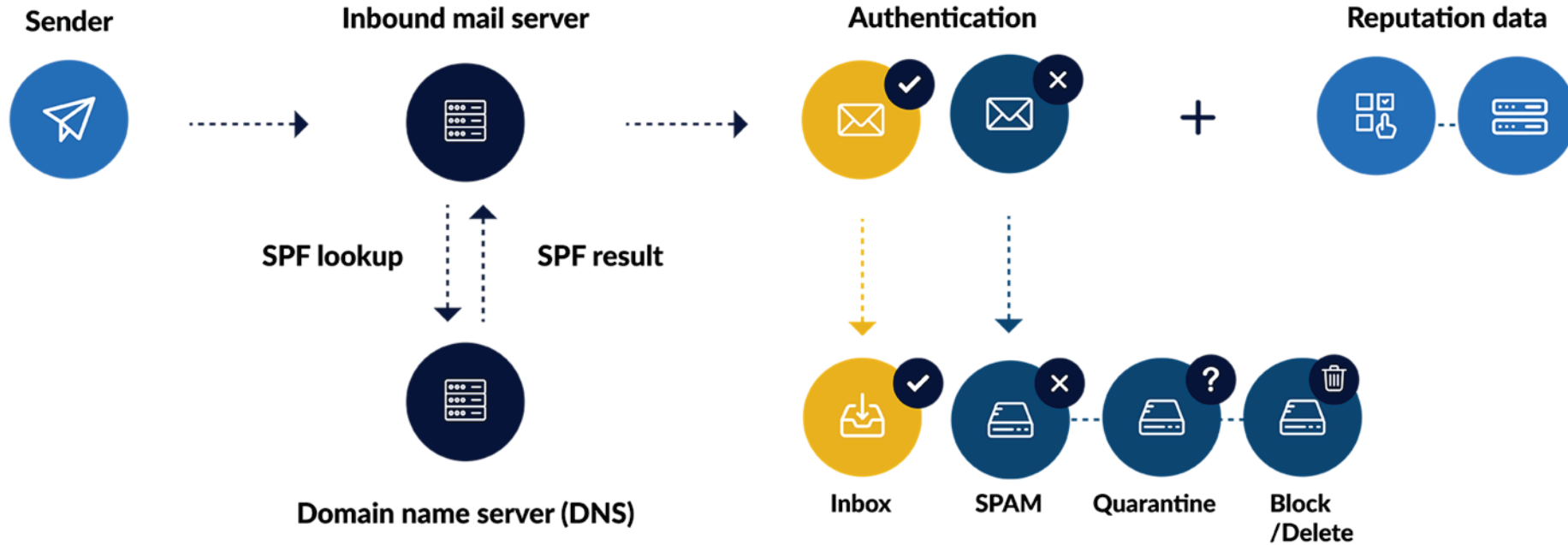
Sender Policy Framework records ensure there are limits on who can send messages on behalf of a domain.



Why it's important

Without SPF anyone could claim to send a message on behalf of any domain making spoofing and phishing scams easier.

How SPF authentication works



DKIM

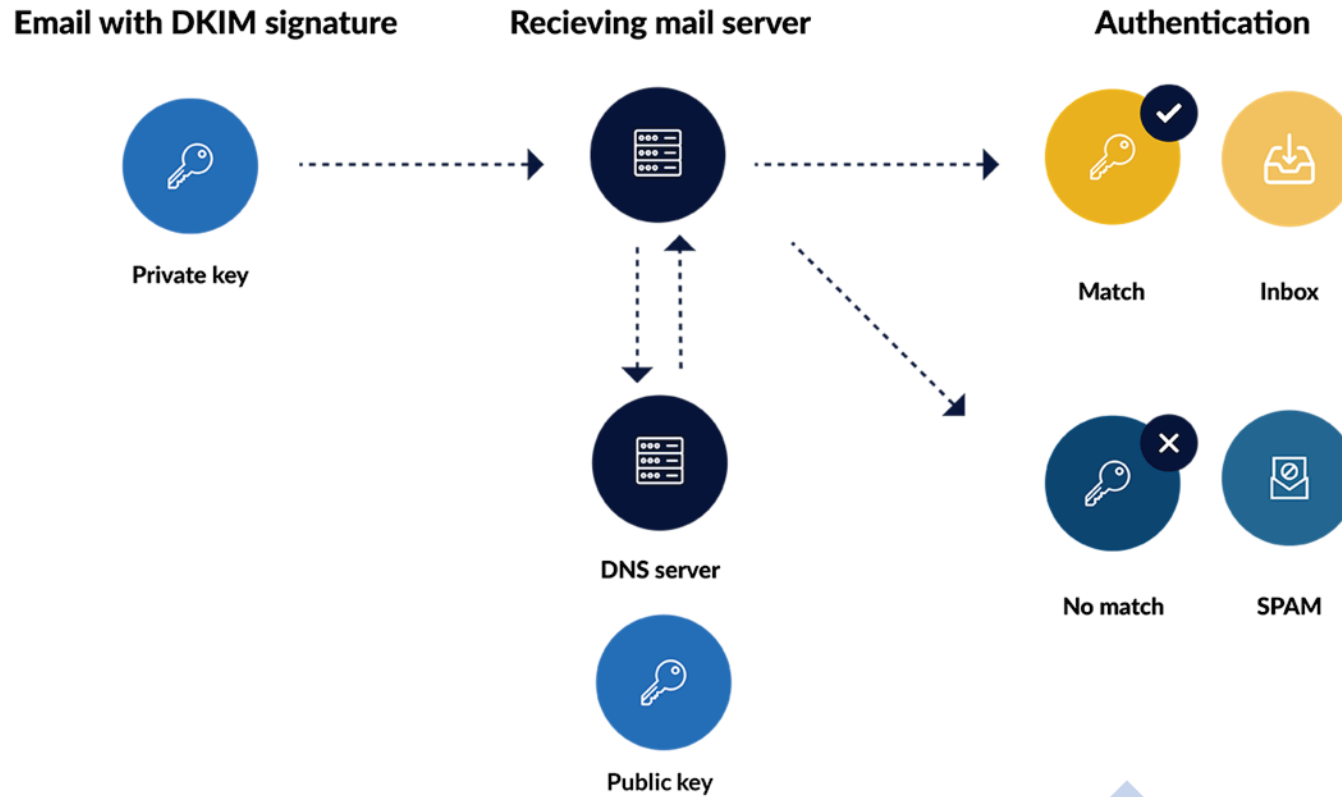
Domain Keys Identified Mail is an email authentication method recipients use to verify your domain and confirm you are not an imposter.



Why it's important

Verifies that messages haven't been tampered with in transit through the interaction of two electronic keys.

How DKIM authentication works



DMARC

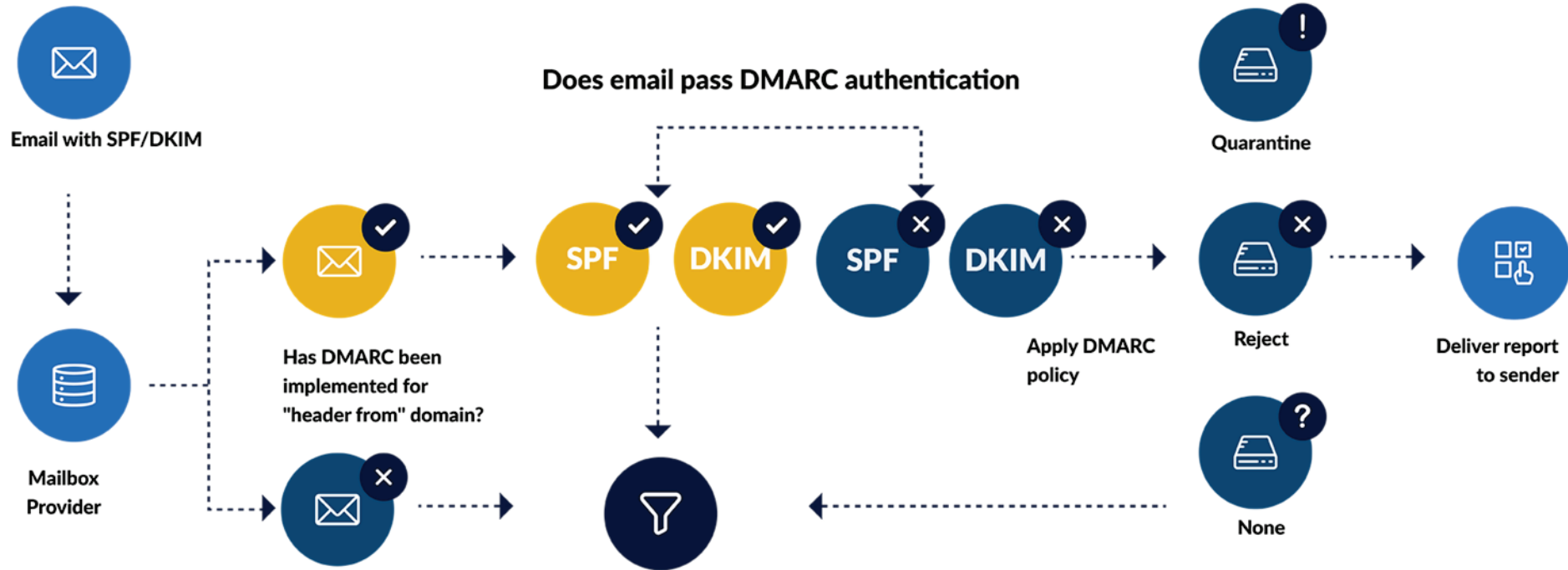
Domain-based Message Authentication, Reporting and Conformance is an authentication method designed to stop bad actors from impersonating your brand.



Why it's important

DMARC stops others from impersonating you and damaging your sending reputation.

How a DMARC policy works



How do you engage your tech teams to help with maintaining authentication and up to date DNS setup?

We've heard rumblings about this notion of one-click unsubscribe. Can you tell more about what you're seeing at the industry level?

How are you addressing some of the shifts in users being empowered to flag “spam” like we see on email clients?

What can an association expect if they don't adopt these requirements?

How do you go about guiding MOAA about what falls under transactional emails?

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our panel of experts!



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Delivering technology that **WORKS** for your association.

CONSULTING

501 WORKS

- IT Consulting Services – vCIO Service
- Software Selection & Implementation Services
- Customized Software Solutions and Integrations

INTEGRATION

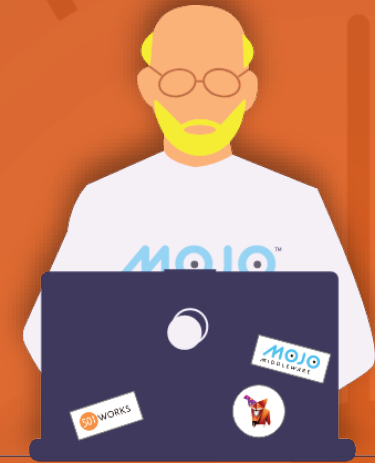


Mojo Middleware™ - Easily integrate your different association software packages with over 40 available connectors.

SOFTWARE




Software Mage™ – Online tools helping you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.



We are here to help!

Call or email us for a **30 minute free** consulting session

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Final Thoughts

- Join us April 4th for **The Technology Side of Certifications**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.