



The Inbox Advantage

A Buyer's Guide to Email Testing & Deliverability Platforms



Why You Need an Email Testing & Deliverability Platform

When considering whether to add another software platform to your marketing stack, your selection can either be a lucrative investment or an expensive mistake. Marketing technology makes up 25.4% of the average marketing budget in North America and Europe. When 1 out of every 4 dollars is spent on software, you want to make the right choice.

But most information about software purchasing decisions is focused on a company's email service provider (ESP) or marketing automation platform. But your ESP is only one part of your overall marketing infrastructure. It's responsible for an email build, but not for everything that occurs before or after the send.

That's why it's worth investing in a specialized email testing and deliverability platform—to deliver those pre-send and post-send benefits and act as an insurance policy for your entire email program.

Pre-Send Benefits	Post-Send Benefits
Test your emails while you build them	Ensure better inbox placement
Streamline the QA process	Avoid spamtraps and blocklistings
Measure deployment readiness	Improve your sender reputation



A Buyer's Guide

This buyer's guide will equip you with everything you need to know to pick the right email testing and deliverability platform for you.

You'll learn how to:

- Address common objections to bringing another platform on board
- Turn every stakeholder into a champion
- Evaluate platforms on key criteria
- Ask the right questions during procurement
- Set your team up for long-term success

Let's get started



SECTION 01

Addressing common objections



Addressing Common Objections

You may already understand how a testing and deliverability platform will benefit your email program, but your organization may need a bit more convincing. Here are the most common objections that you may face when considering bringing a platform on board.

1 ESP Works Fine

Most ESPs do have limited functionality when it comes to email rendering across devices. But previewing is only part of a comprehensive testing strategy.

HOW TO RESPOND

Discuss email testing holistically as a workflow that includes previewing and proofing, collaboration, accessibility, translation and QA workflow management.

2 Too Many Tools

It's true that most marketing teams have complex stacks—60% of B2C organizations use up to 15 tools. Adding one more can lead to some resistance.

HOW TO RESPOND

Explain that adding a comprehensive platform can consolidate many tools under one umbrella—and make the entire stack more effective.

3 No Issues Here

Marketers who rely on their ESP may think a 99% delivery rate means good deliverability. But an email sent is not the same as one reaching the inbox.

HOW TO RESPOND

Break down delivery vs. deliverability metrics and explain that ESPs have an extremely narrow view of inbox placement, especially across dozens of mailbox providers.



Addressing Common Objections

4 Budget's Allocated

Marketing teams must constantly justify their spend, especially in belt-tightening periods or economic downturns.

HOW TO RESPOND

Discuss future flexibility. Calculate the ROI from better deliverability as a concrete way to offset additional spend.

5 Contract Locked

Sometimes, it's simply not the right time. Vendor lock-in can keep marketing teams trapped in contracts with poor platforms.

HOW TO RESPOND

Use this time to plan ahead. Partner with your procurement team to prepare cancellation pathways for existing vendors.

“An ESP’s job is not to serve deliverability analytics in real-time. Inbox Monster is the first place we go to see if we have a deliverability issue.”

Nick Woodward, Senior Director of Engineering, Morning Brew Inc.



SECTION 02

Turn skeptics into champions



Turn Skeptics Into Champions

Now that you're equipped to address the most common objections, the next step is to tailor your pitch to all your various stakeholders. Here's how to take a department-specific approach to building your business case.



Marketing

A marketer's core mission is to acquire new customers and create a user experience that keeps them coming back for more.

Earn your marketing peers' support by demonstrating how an email testing and deliverability platform enhances the entire customer lifecycle and strengthens retention. Better-performing emails = happy customers.



Creative

Odds are, your current email testing and QA process leaves lots to be desired. And it's the creatives often begging for change.

Gain solidarity from email and brand designers by showing how automating QA workflows makes their lives easier. By streamlining edits, proofing and approvals, they can create messages with confidence.



Turn Skeptics Into Champions



IT & Engineering

Domains, IPs, DNS records, DMARC—the world of email marketing can't run smoothly without IT involved.

Get their buy-in! Explain how reducing the burden on engineering resources benefits the business. Instead of troubleshooting authentication and deliverability issues, they can focus on building better products and services.



Leadership

For senior leadership and the C-suite, it's all about delivering real results and ROI—fast.

Win over the highest-level stakeholders by translating email testing and deliverability gains into dollars and profits. Every additional email that converts has an incremental impact on the bottom line.

"Inbox Monster helps us protect both our infrastructure and educate our customers. The support we get is absolutely fantastic. People at Inbox Monster aren't afraid to dig deeper."

Tam Bond, Head of Messaging Operations, Dotdigital



SECTION 03

Completing a platform evaluation



Must-Have Features

All objections have been handled, and everyone on your team is excited to support you in this buying journey. Now it's time to go shopping! When comparing email testing and deliverability platforms, these are the critical features you need to optimize your email program.

Email Testing

RENDERING

- ✓ Email proofing & previewing
- ✓ Live previews
- ✓ Accessibility checks
- ✓ Language translation
- ✓ AI summaries
- ✓ Engagement pixels

QA & WORKFLOW

- ✓ Automated QA
- ✓ Intelligent content analysis
- ✓ Workflow management
- ✓ Inline editing
- ✓ Team collaboration & approvals
- ✓ Custom rulesets
- ✓ Sendability scoring

Email Deliverability

SETUP

- ✓ ESP integration
- ✓ Email authentication
- ✓ DMARC
- ✓ BIMl
- ✓ Custom reporting
- ✓ Single sign-on (SSO) and multifactor authentication (MFA)

SERVICES

- ✓ Weighted inbox placement
- ✓ Reputation management
- ✓ Spamtrap testing
- ✓ Blocklist monitoring
- ✓ Real-time alerts
- ✓ Subscriber insights
- ✓ Designated support



Bonus Features

Want even more email functionality in one platform?
When evaluating vendors, ask whether they include the following:

SMS Capabilities

Includes delivery diagnostics, virtualized rendering, link validation and sender reputation.

Email research

Gain access to an extensive email search database, industry competitor insights and send analytics.

Email platform integrations

MOVABLE INK

braze



Iterable

SendGrid



“I feel like we really had our smoothest year ever. We’re able to plan campaigns in advance and get the proper QA, testing and setup done with Inbox Monster.”

Liza Herth, Head of Customer Lifecycle Marketing, Virgin Voyages



Your Checklist to Pick the Right Provider

Whether you're conducting research on your own or are involved in a lengthy request-for-proposal (RFP) process, ask potential vendors plenty of questions. Use this checklist during evaluation:

PLATFORM

- ☐ Is the platform marketer-friendly and easy to use?
- ☐ Does the platform integrate with your current ESP?
- ☐ Does the platform support other tools in your stack?
- ☐ Are the platform's APIs robust enough for your needs?
- ☐ Is AI incorporated thoughtfully and transparently into the platform?

PARTNERSHIP

- ☐ Does the provider offer the right tier of customer support?
- ☐ Will you work with a designated customer support manager?
- ☐ Is there a clear process of submitting support tickets or feature requests?
- ☐ Does the staff lead with transparency and integrity?
- ☐ Do you and your team feel respected and valued in each conversation?

PRICE

- ☐ Can you save on costs by switching platforms?
- ☐ Can the platform's pricing structure accommodate your specific user or preview needs?
- ☐ Can the platform reduce the amount of technical resources required?
- ☐ Do you gain intangible ROI in the form of peace of mind using the platform?

“Inbox Monster has been a vital part of helping us achieve our marketing and business objectives in terms of growth and expansion. We see them as an indispensable partner.”

René James-Barriteau, VP of CRM, Secret Sales



SECTION 04

Questions to ask during procurement



Questions to Ask During Procurement

When evaluating any software platform, it's important to understand how to navigate the purchasing process at your organization, so you can set clear expectations with your team and prevent any surprises during onboarding.

Here are three key questions you should ask to keep procurement running smoothly:

1 Are you replacing an existing vendor?

Introducing a new platform to your stack can already be overwhelming, but replacing an existing one adds another layer of complexity. If you're upgrading platforms, review the existing contract or ask the vendor for a copy.

Check any existing contracts for cancellation terms or auto-renewal, then provide your vendor with written notice of your intention to cancel before the renewal window closes. When you're finally ready to make the switch, you don't want to get locked into another year of a subpar experience.

2 How do new vendors manage data security and privacy?

Your procurement process will likely include a review of a new vendor's information security and privacy controls. This review is critical to ensuring the vendor is able to properly protect your information.

Your new vendor should be able to provide documentation on their asset management, access control, AI policies and more. Make sure the vendor is compliant with regulations, such as GDPR, CCPA, and ISO 27001 and 42001 certified.



Questions to Ask During Procurement

3 Does your organization have a team that onboards new vendors?

It's likely that your organization has a formal procurement process, which may have many moving parts and take some time to complete. Let your procurement team know you would like to initiate this process with a new vendor as soon as possible to avoid any unnecessary delays.

Procurement typically involves signing a confidentiality agreement, confirming budget approval and performing a full contract review with the exchange of legal redlines. If you encounter any challenges in this process, contact your new vendor to assist in facilitating a smooth transition.

“We view Inbox Monster as an insurance policy. It’s good to know that we have the support and the right technology in place if things do go wrong.”

Scott Viohl, Senior Director of Marketing, Worthy.com



SECTION 05

What to expect during onboarding

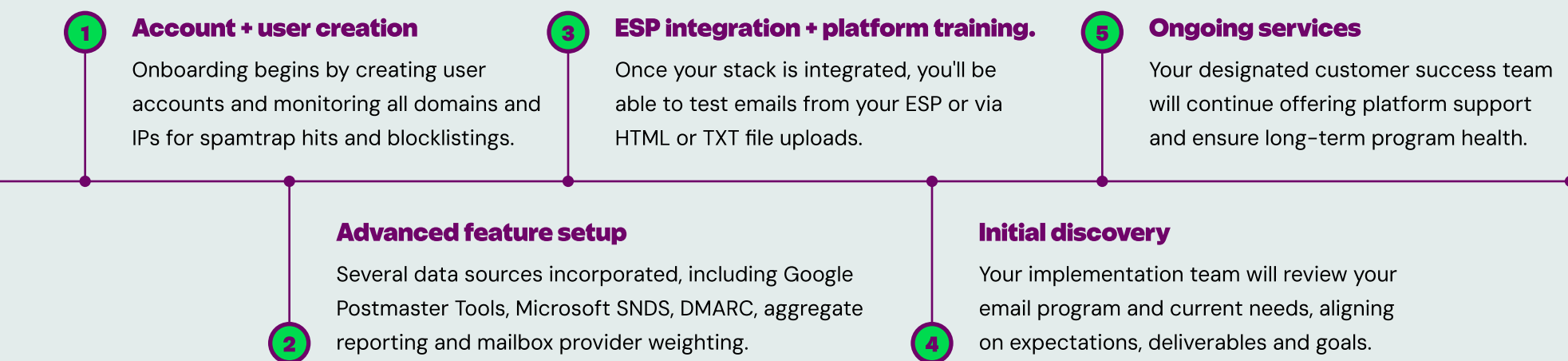


THE ONBOARDING PROCESS

What to Expect During Onboarding

Your goal during onboarding is simple: get your new platform up and running with as little disruption to your team as possible. Your vendor's implementation team should ensure all data signals are populating for optimal email program health and provide proactive support every step of the way.

Here's what the order of operations will look like during the onboarding process:



“Onboarding to Inbox Monster was so quick. Their service is really what sets them apart, and their team has been a standout. Everything has been 1:1, with direct and responsive communication. We were off to the races in no time.”

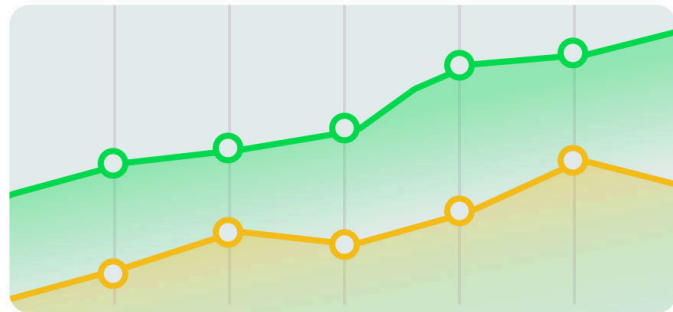
Courtney Groth, Senior Manager, B2B Demand Generation, Realtor.com



SECTION 06

From evaluation to execution





Inbox

● 85.6% ↑ 12%

Bulk Rate

● 10.1% ↑ 2%

PROOF IN PRACTICE

What Success Looks Like

Choosing the right email testing and deliverability platform is about protecting the performance, reputation and revenue of your entire email program. From overcoming internal objections and gaining stakeholder buy-in to evaluating critical capabilities and navigating procurement, the right partner can make the difference.

So What Does Success Actually Look Like After Making The Switch?

In this next section, you'll see how Yankee Candle trusted Inbox Monster to help solve its deliverability challenges and achieve 100% inbox placement at Microsoft in just six weeks.



MAKING THE SWITCH

Yankee Candle's Path to 100% Inbox Placement

Yankee Candle's email program carries real weight in Newell's portfolio of household names. After seeing deliverability issues, the team left behind Certification and moved to Inbox Monster.

The transition raised understandable nerves, but the combination of accurate testing and disciplined sending patterns created early proof points the team could trust.

Focus areas

- Data hygiene and segmentation tiers
- Friendly unsubscribe language in pre-headers
- Re-engagement campaigns as safety valves
- Proactive monitoring to catch red flags



When SpamCop spiked, quick work brought a fix

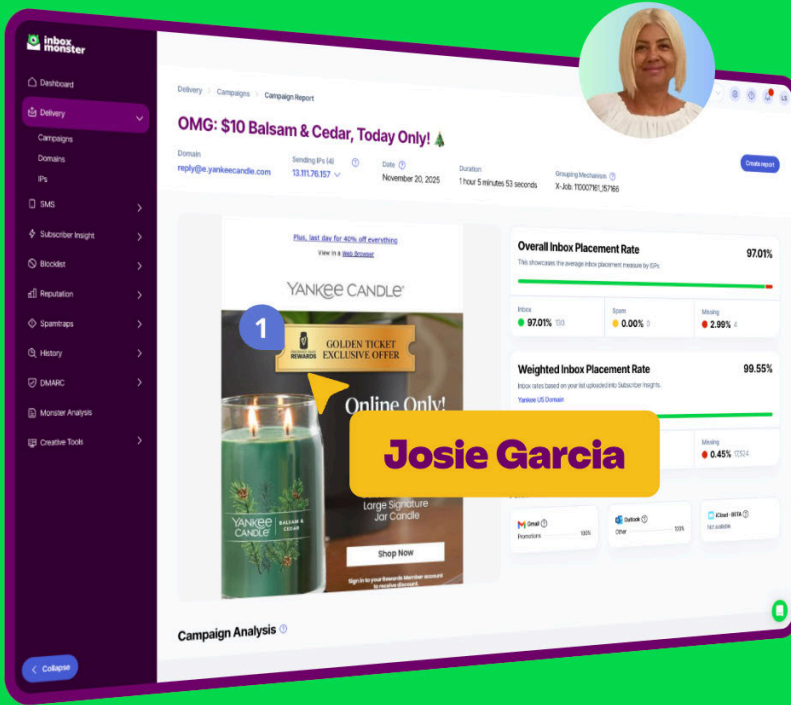
A messy moment came when SpamCop listings jumped. Guided by Inbox Monster, the team used SQL queries and last-click reporting to identify problematic domains and suppress non-engagers. The effect was immediate.

Result highlights:

- SpamCop listings stopped almost immediately
- Spamtrap hits dropped significantly
- Clean, engaged audiences became the default

“Almost immediately, the SpamCop listings stopped...That exercise also greatly reduced our spamtrap hits.”

Courtney Groth, Senior Manager, B2B Demand Generation, Realtor.com



Impact & Outcome

Within six weeks, all U.S. brands in Newell's portfolio—including Yankee Candle—were achieving 100% inbox placement at Microsoft.

No shortcuts.

No outdated crutches.

Just the right plan, pacing and expertise.

100%

Microsoft inbox placement across U.S. brands

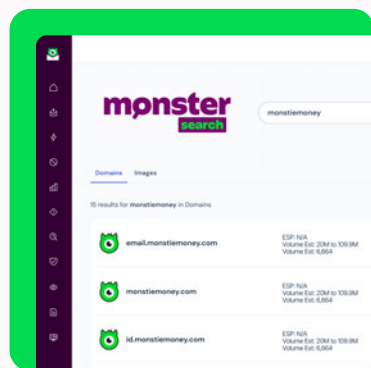
6 weeks

Time to reach 100% inboxing after rollout



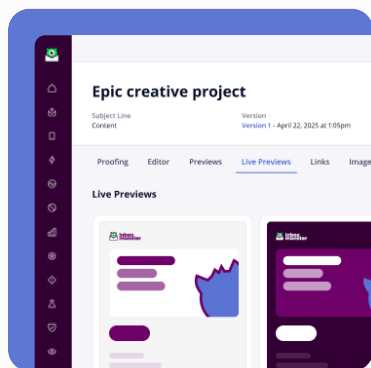
About Inbox Monster

Inbox Monster helps email teams send with confidence. Inbox Monster's deliverability and testing tools turn insights into action with complete visibility into email performance. Get proactive support that cares about your brand's reputation as much as you do. Companies that trust Inbox Monster can save up to 53% of their time on QA and achieve a 30% improvement in inbox placement in 30 days. Find your email rawwwwr at inboxmonster.com.



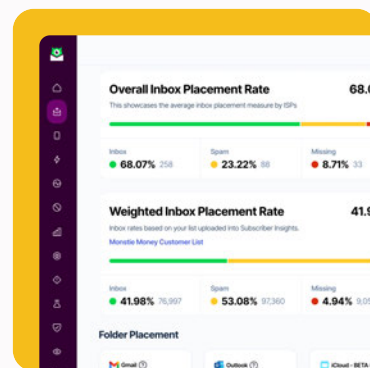
Research Suite

A smarter way to discover the latest sends, curate creative trends and uncover insights.



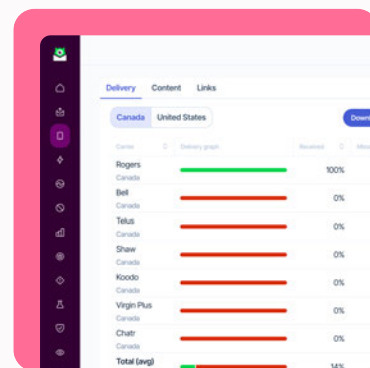
Creative Suite

Collaborate with your team in real time and render across 120+ modern clients and devices.



Deliverability Suite

More emails in the inbox, more revenue from your program—and more kudos from your boss.



SMS Suite

Flawless delivery for the small screen with a single snapshot of all relevant SMS metrics for the first time.

Trusted by the world's leading brands



HOT TOPIC

GNC

DELTA

Virgin VOYAGES

YANKEE CANDLE



Get in touch at sales@inboxmonster.com or book at time at calendly.com/inboxmonster.