

Whitepaper

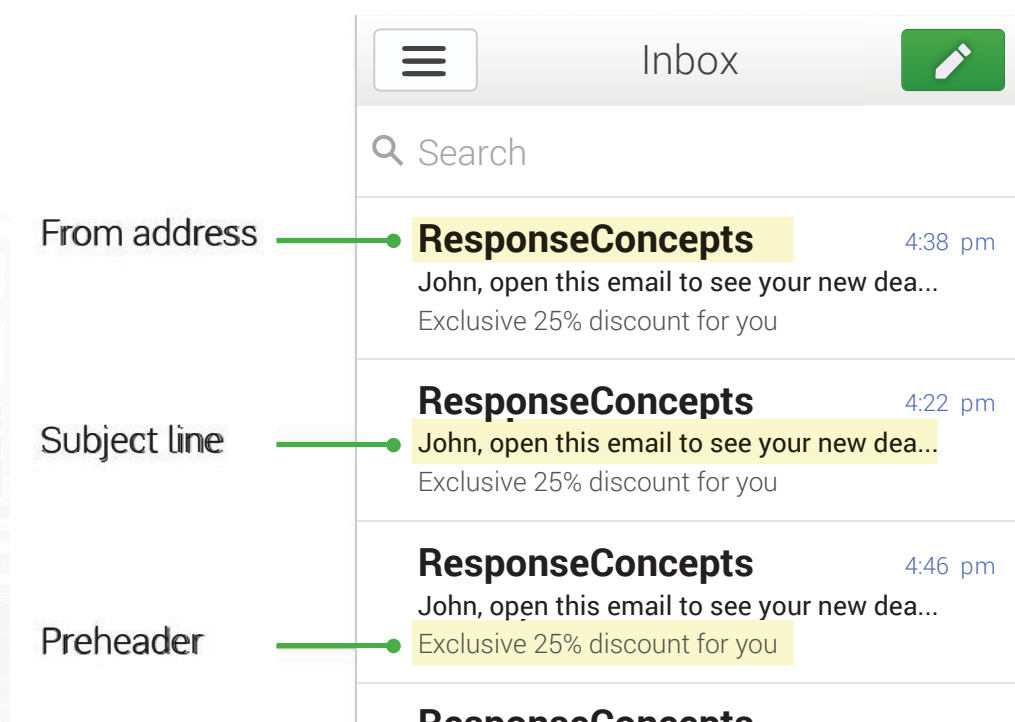
From Address

The From Address

Companies put a lot of effort in creating beautiful and compelling email campaigns. But when your recipients don't open the email, all the hard work that's put into it, has been a waste of time. That's why it's so important to trigger the receiver to open the email, and luckily you have three tools at your disposal to help you. The **subject line**, the **preheader** and the **from address**. More information on these topics can be found in our other whitepapers.

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The from address is one of the most crucial parts to make sure your email marketing campaign becomes a success. The from address and subject line clearly go hand in hand. Anybody can write a catchy subject line and test the response rate. But a vague from address can doom the email to be deleted, unopened or provokes a spam complaint. What you choose as your from address depends on what your relationship with your subscriber is. To make sure they open your email it's important that they recognize and identify where the email is coming from. If the receiver does not recognize your email address they're more likely to mark your mailing as spam and this in return will ruin your sender reputation. Research has shown that the from address is the basis for 70% of email recipients clicking on the Report Spam or Junk button in their email client.



General Tips

No reply addresses

Unfortunately still a lot of companies use a noreply@, no-reply@ or do.not.reply@ address to send out their email campaigns. The reasons for this varies from “nobody replies to emails these days”, “I don’t want my inbox cluttered” to “I don’t have the time to read them so what’s the problem?”.

Well the problem with using a no reply address is that, it gives the assumption you don’t care about your subscribers and what they have to say. Which is the exact opposite effect you wanted to achieve with your email. Here are 5 reasons explaining why using a no reply address is a no go!

- ✓ **No reply addresses lead to more spam complaints**

Some recipients never look for an unsubscribe link, but rather use the reply to button to send a request to be removed from the mailing list. So when there is no reply option available the next best thing is the spam button.

- ✓ **Miss out on “add us to your address book”**

One of the best ways to ensure your emails get into inboxes is by having recipients add your email address to their contact lists/ safe sender list. If you are using a no reply address why would anyone add this to their contact list? They are never going to use it to email you!

- ✓ **Bypass spam traps**

A lot of marketers see auto replies as irritating and try to ignore them. But auto replies can provide a treasure trove of useful information for email marketers. For example, you’ll discover email addresses that are no longer active. By removing these addresses you will see an increase in your open rates and are less likely to hit a spam trap

- ✓ **Damaging your brand name**

This is probably the most important reason why you shouldn’t be using a no reply address. Your recipients want to feel valued by you, and at the very least they want to feel you have an interest in what they have to say. Seeing a no reply address or receiving an auto-response from you saying “do not reply to this email” can only leave them with the exact opposite impression. Namely, that you don’t want to hear what they have to say. And that affects your brand name.

- ✓ **Missing out on sales opportunities!**

Subscribers don’t only use the reply button to unsubscribe. There’s a good chance you’ll be missing out on replies from subscribers requesting more information, or asking for a call from you. You could be missing out on buying signals, or even orders!

Personalized vs. Informative

If your brand is big or trusted enough, then using an email from address like information@, deals@ or offers@ may be your safe choice. However, in some cases, sending the email from a personalized address of a company figurehead can increase open rates. A personalized from address can separate you from the many generic offers users receive on a daily basis. However, it can also backfire and make the user suspicious. There’s only one way to tell, and that’s to test it.

Branded vs. Non-Branded

Finally, consider the value of a branded or non-branded email address. If you have a large and trusted brand that users love, then there's no downside in using a from address that's associated to your brand. However, if you have a shaky brand reputation or are just starting out, you may want to consider going for a sales from address. For example: "offers@", "sales@" or "special-discounts@"

An effective from address

- ✓ An effective from address will be the foundation of your recipients relationship and trust
- ✓ An effective from address will stand out in a cluttered inbox
- ✓ An effective from address will help recipients find your message if it ends up in the SPAM folder
- ✓ An effective from address will help recipients sort or search for other campaigns you send

Using multiple from addresses

Use different from names to differentiate among newsletter brands or email streams. However, incorporate a common style, such as the brand or company name, to promote continuity.

For example, Delta Air Lines uses multiple from names, each of which clearly signals a different kind of message stream:

- ✓ "Delta Air Lines" is the from name on promotional messages and frequent flyer account status notices.
- ✓ "Delta Messenger" is the from name on flight-related triggered messages, such as check-in reminders

Match your "From" address to your "From" name

To assist with subscriber trust, it's a good idea for your from name to be similar to the from address. For example, if a subscriber receives an email from ResponseConcepts, they would expect it to be linked with an email address similar to info@responseconcepts.com.

CAN-SPAM Act

CAN-SPAM legislation dictates that your From, To, Reply-To, and routing information, including the originating domain name and email address must be accurate and identify the person or business who initiated the message.

Check and Test

The best tip we can give: Test your work! Perform some A/B or split-run tests and see what triggers your customers. Don't forget to let other people with a fresh view in your company give their opinion on the from address. This will lead to new insights and may point out a mistake you overlooked.

Your "From" details form part of the trust equation with your subscribers, and consistency and familiarity will help to grow that bond.

Example From addresses

To help replace the dreaded no reply address, we have made a short list of the 20 most used from addresses to choose from:

- ✓ addme@yourdomain
- ✓ companyname@yourdomain
- ✓ customerinsights@yourdomain
- ✓ deals@yourdomain
- ✓ discounts@yourdomain
- ✓ email@yourdomain
- ✓ hello@yourdomain
- ✓ info@yourdomain
- ✓ information@yourdomain
- ✓ marketing@yourdomain
- ✓ news@yourdomain
- ✓ newsletter@yourdomain
- ✓ offers@yourdomain
- ✓ personalname@yourdomain
- ✓ research@yourdomain
- ✓ reservations@yourdomain
- ✓ sales@yourdomain
- ✓ special.discounts@yourdomain
- ✓ support@yourdomain
- ✓ surveys@yourdomain