

# StrongStart

Expert setup to expedite results



*"The transition to StrongMail was seamless and quickly put an end to our skyrocketing email marketing costs – not to mention the improved support we're receiving from their top-notch deliverability and strategic services teams."*

**Brad Cundall**  
Customer Marketing Manager  
Hayneedle.com

StrongStart provides you with a wide-range of services to get you up and running at your data center and in full production quickly and effectively. A pre-packaged remote engagement, StrongStart leverages StrongMail's Implementation and Deliverability teams to expedite the initial set-up process and optimize system settings to maximize your deliverability, ROI and results.

*StrongStart is conducted in two phases: Implementation & Setup and Production Mailing Program.*

#### **Phase 1: Implementation & Setup**

The Implementation & Setup phase begins with a discovery session to review your current mailing practices and apply that knowledge to ensure an effective and expedited implementation. Next, StrongMail will proceed with a series of pre-configuration steps, including verifying IPs, DNS, etc. Once the necessary preparation is complete, StrongMail's system specialists will install and configure the system, conduct a test mailing and provide a system orientation to get you familiar with using the system.

#### **Phase 2: Production Mailing Program**

Once installation and setup is complete, StrongStart moves into the Production Mailing Program (PMP). This critical phase leverages StrongMail's deliverability experts to transition your mail streams to StrongMail quickly and effectively while building a positive sending reputation with the major ISPs. The PMP includes instruction in best practices, deliverability assistance and guidance for submitting whitelisting and feedback loop requests.



*"It became evident that StrongMail knew what they were doing from the beginning, as they laid out their plan for ramping up our new IP addresses in a way that would build our sender reputation and maximize deliverability."*

Eric Bright  
VP E-commerce  
FranklinCovey Products

## Implementation & Setup: Deliverables

A StrongMail systems specialist will work closely with you to properly implement StrongMail and provide the system orientation and personalized support you need to ensure technical readiness for transitioning into production mailing.

*During the Implementation & Setup phase, you'll receive:*

- > **Installation and configuration services** to ensure rapid deployment of the StrongMail platform.
- > **System orientation session to accelerate the product learning curve** and demonstrate StrongMail's features and functionality. During the orientation, StrongMail's experts will discuss mailing best practices to facilitate high deliverability.
- > **Sample test mailing and review to give you full visibility** into your current deliverability and to validate the technical readiness of your StrongMail system. The sample test mailing will leverage your existing assets (when possible).

## Implementation & Setup: Tasks

*The Implementation & Setup phase consists of the following components:*

- > **StrongStart Overview**
  - StrongMail Executive Overview and Concepts
  - StrongMail Technical Discussions
- > **StrongMail Installation**
  - Appliance Basic Configuration
  - License Installation
  - Test Mail
  - Live Updates (if purchased)
  - Firewall Validation
  - Delivery Tools Discussion
  - Installation and Configuration
    - Database Connection (Message Studio only)
  - Bounce and Unsubscribe Inbox Creation
- > **Production Setup**
  - Appliance Detailed Configuration
    - Clustering (if licensed)
  - DomainKeys Creation and Installation
  - DNS Validation
- > **Administrator Orientation**
  - User Interface Walkthrough
  - Command Line Introduction
- > **Primary User Orientation (Message Studio only)**
  - Users, Roles and Organizations
  - Incoming Mail
  - Mailing Classes
  - Mailing Creation
  - Reporting
- > **Sample Test Mailing**
  - Creation
  - Delivery
  - Performance
  - Reporting
- > **StrongStart Wrap-Up**
  - Evaluations

Once Implementation & Setup is complete, the StrongStart transitions into the Production Mailing Program (PMP), which focuses on transitioning you to full production mailing in a calculated manner that safeguards your sending reputation.

## Production Mailing Program: Deliverables

A StrongMail Deliverability Services expert will help you transition a production mail stream to StrongMail quickly, effectively and in a manner that builds a positive sender reputation with the major ISPs.

*During the Production Mailing Program phase, you'll receive:*

- > **Migration of your production mail stream** to StrongMail. A StrongMail deliverability expert will analyze and tune your StrongMail implementation to maximize deliverability.
- > **In-depth analysis of your sending reputation**, previous delivery rates and potential inbox penetration. StrongMail will develop the most effective transition plan based on your sender reputation, mailing practices and other key factors.
- > **A personalized incremental mailing plan** to build a positive sender reputation, which includes submitting whitelisting and feedback loops requests, and advising on best practices and other critical components of email deliverability. The process starts with sending to a seed list and then transitions to an increasingly larger portion of your list until the mail stream is in full production. StrongMail will also assist in resolving any deliverability issues that should arise during this step.

## Production Mailing Program: Tasks

*The Production Mailing phase consists of the following components:*

- A dedicated StrongMail deliverability expert to analyze, migrate and tune your production mail stream to StrongMail
- Reputation check on new and existing IPs
- Setup and register IPs for available whitelisting and feedback loops at the major ISPs
- Validation of feedback loops and authentication configurations
- Tailored mailing program for the introduction of a specific mail stream (marketing or transactional)
- On-going assistance and monitoring of all PMP mailings
- Delivery analysis of PMP mailings
  - Validation against the leading SPAM filtering tools
  - Reputation monitoring
  - Inbox and bulk folder placement

Upon completion of the PMP, you will have successfully launched a new mail stream on StrongMail and familiarized yourself with the best practices that are required to maintain the deliverability rates achieved during the program.

## Optional StrongStart Services

StrongMail offers a variety of optional services to customize the StrongStart to match your organization's unique business requirements. StrongMail is readily available to assist you with such tasks as on-site delivery and assistance, setting up additional IPs and domains, agency-services work and formal product training.

## Strategic Services Review

Ensure the success of your first campaign by having StrongMail's email experts review and assess key program templates for optimal performance. StrongMail can also establish benchmarks for measuring future performance, evaluate the performance of your first StrongMail-powered campaign and make program recommendations for improving performance.

## ESP Migration Program

StrongMail has a proven approach for migrating companies from an existing email service provider or email marketing system. This optional service will take care of all the details involved with transitioning your email programs to StrongMail, including the migrating all of your data and creating streamlined connections to all lists, unsubscribes, bounces, templates, images and other program elements. This thorough process offers the added benefit of cleansing and consolidating disparate data sources.



## About StrongMail Systems, Inc.

Every day, StrongMail is empowering leading brands to connect and grow their customer base through email marketing and social media.

From the world's largest enterprises to the hottest daily deal sites, StrongMail is helping smart marketers boost the performance of their programs with cutting-edge lifecycle marketing capabilities and the ability to deliver millions of personalized messages in minutes.

Our products and services provide end-to-end solutions for such notable brands as InterContinental Hotels Group, McAfee, Netflix, Viacom and Travelocity.

To learn more about StrongMail, please visit [www.strongmail.com](http://www.strongmail.com)

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## StrongStart Tiers

StrongStart is available in three different tiers to accommodate the scope of your specific implementation. The following table summarizes the components included at each tier:

| StrongStart Components                       | Tier 1 | Tier 2  | Tier 3  |
|--|--------|---------|---------|
| <b>Implementation &amp; Setup</b>            |        |         |         |
| Hosts (# of servers)                         | 1      | Up to 5 | Up to 8 |
| Network Validation                           | 1      | 2       | 4       |
| Virtual Server Group (# of IPs)              | 1      | 2       | 4       |
| Authentication Setup (# of domains)          | 1      | 1       | 1       |
| Message Studio Setup (# of orgs)             | 1      | 1       | 1       |
| Conduct Mailing Tests                        | Yes    | Yes     | Yes     |
| Technical Knowledge Transfer Session (hours) | 2      | 2       | 2       |
| Message Studio Overview Session (hours)      | 2      | 2       | 2       |
| <b>Production Mailing Program</b>            |        |         |         |
| Submit Whitelists/Feedback Loops (# of IPs)  | 1      | 2       | 4       |
| Verify Writebacks to Database                | Yes    | Yes     | Yes     |
| Ramp Up Schedule                             | Yes    | Yes     | Yes     |
| Verify and IP and Domain Delivery Setup      | Yes    | Yes     | Yes     |
| Submit Whitelists/Feedback Loops (# of IPs)  | 1      | 2       | 4       |
| Remote Monitoring (# of weeks)               | 4      | 6       | 8       |

