Email Deliverability Optimization

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SH Consulting

Email performance isn't set-and-forget. It's earned every month.

- Inbox placement slipping
- Mailbox-provider rules shifting
- Reputation eroding quietly
- Authentication breaking silently
- New campaigns underperforming
- Volume scaling past infrastructure
- Reactive firefighting
- No one watching the signals

SH Consulting provides ongoing deliverability optimization as an extension of your team.

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What's Going Wrong

Deliverability gains are fragile without continuous oversight:

Unstable Reputation



Reputation improves after cleanup - then declines when volume spikes or new lists are added

Algorithmic Shifts



Mailbox providers update filtering rules, and inbox placement drops with no warning

Unvetted Launches



New campaigns or automations launch without deliverability review, creating new problems

Knowledge Drain



Teams change, knowledge leaves, and past fixes get undone

The Lagging Trap



Issues surface slowly, then accelerate - by the time metrics drop, damage is already done

Zero Monitoring



No one is watching reputation signals, bounce trends, or provider-level performance in real time

Without ongoing attention, email programs drift back toward underperformance.

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What We Do

We work alongside your team to monitor, optimize, and protect your email program over time.

We deliver:

1

Weekly or bi-weekly strategy sessions with on-call support between them

2

Continuous reputation monitoring across Gmail, Microsoft, Yahoo, and other major providers

3

Real-time response to throttling, filtering, and reputation signals

4

Infrastructure optimization - ESP configuration, warmups, domain segmentation

5

Content, list hygiene, and engagement optimization across mailstreams

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Before / After



Before

Deliverability improvements that don't last. No visibility into reputation changes. Reactive firefighting when metrics drop. No one watching the inbox.



After

Sustained inbox placement. Continuous monitoring. Problems caught early. A team that knows your email program inside and out - and keeps it performing.

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What You Gain



An email expert embedded in your operations



Continuous visibility into reputation, placement, and engagement trends



Proactive response to problems before they become crises



Infrastructure that scales safely as your business grows



Confidence that your email program is being watched and optimized

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What Happens Next

Engagements typically begin with an audit to establish a baseline, then transition into ongoing optimization. Some organizations start directly with optimization if they've already completed an assessment.

No long-term lock-in - just measurable improvement, month over month.

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