

The Best Outbound Setup for Google & Yahoo's New Rules

Today's agenda

1. Housekeeping (Do these things first)

2. Meet the host James A. O'Sullivan

3. Google & Yahoo's new anti-spam rules

4. How to comply with the new rules

5. Deliverability features in Apollo

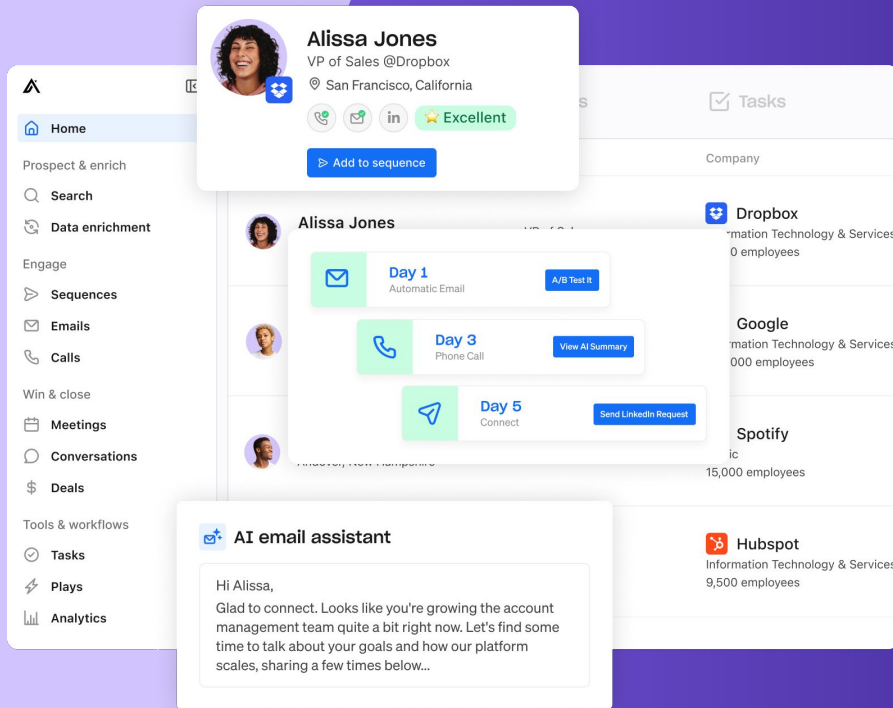
6. Q&A



The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

 AUTODESK **stripe** DocuSign  RIPPLING



The screenshot displays the Apollo.io sales engine interface. On the left is a sidebar with navigation options: Home, Prospect & enrich, Search, Data enrichment, Engage (Sequences, Emails, Calls), Win & close (Meetings, Conversations, Deals), Tools & workflows (Tasks, Plays, Analytics), and a Tasks section. The main content area shows a contact card for Alissa Jones, VP of Sales at Dropbox, with social media links and an 'Add to sequence' button. Below this is a sequence of tasks: Day 1 (Automatic Email), Day 3 (Phone Call), and Day 5 (Connect). An AI email assistant message is also visible, addressing Alissa and discussing account management.

Alissa Jones
VP of Sales @Dropbox
San Francisco, California
Excellent
Add to sequence

Alissa Jones

Day 1
Automatic Email
A/B Test

Day 3
Phone Call
View AI Summary

Day 5
Connect
Send LinkedIn Request

AI email assistant

Hi Alissa,
Glad to connect. Looks like you're growing the account management team quite a bit right now. Let's find some time to talk about your goals and how our platform scales, sharing a few times below...

Dropbox
Information Technology & Services
10 employees

Google
Information Technology & Services
100 employees

Spotify
Music
15,000 employees

Hubspot
Information Technology & Services
9,500 employees

Quick Housekeeping

1

Get Your Recording

You'll get a recording of today's session.
Check your email within 48h

2

No Questions in the Chat

Type your questions into the "Questions Box"
and not the "Chat Box".

3

No Spam in Chat!!!

We will boot you and ban
you from future webinars forever

Really.

We will delete messages and ban offenders at our discretion.

No spam.

(This includes dropping your LinkedIn.
You can connect in our Sales Community.)

Don't be rude.



Look in the Docs tab



**Want to apply what I'll show in
YOUR Apollo? We have a
resource kit for you!!!!**





Josh Harrison

Apollo.io

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2. Meet the host James A. O'Sullivan
3. Setting up for 2024
4. Q&A



Chat

Messages

Docs

Q&A



5 Best Sales Sequences - Webinar Slides
Click to open



Sales Sequences Resource Kit
Click to open



Join the Apollo Sales Slack Community
Click to open

Your host



James A. O'Sullivan
Apollo Academy Professor
(and recovering sales leader)

**If you send cold emails,
deliverability is your #1
priority.**

Sender Reputation is a Complex Web of Factors

**Spam
reports**

**SPF, DKIM,
DMARC**

Unsubs

**Email
volume**

**Bounced
Emails**

Blacklists

**Email
Engagement**

**Bad email
data**

**Rates of
Sends**

Whitelists

**What did Google & Yahoo
change?**

Google and Yahoo announced new sending guidelines that start going into effect February 2024.

Why?

To protect their users from spam.



Who do the rules apply to?

1 You are a bulk sender (an organization that sends 5,000 or more messages a day to Google personal mailboxes)

- Google counts all messages from the same primary domain for the 5,000-message limit
acme.com + promotions.acme.com
- Non-sales emails can easily hit this limit (marketing sends, transactional emails)
- Once you're classified as a bulk sender, you can't go back

2 For Google: only applies to messages sent to **PERSONAL** accounts (not Google Workspace accounts)

- @gmail.com
- @googlemail.com

What Everyone Needs to Do

Applies to anyone emailing @gmail.com addresses, but best practice is to do this no matter who you email!



**Email
authentication**

(SPF + DKIM)



**Spam rate
< 0.3%**

(but ideally < 0.1%)

Additional Requirements for Bulk Senders



**Email
authentication**

(SPF + DKIM + DMARC)



**Spam rate
< 0.3%**

(but ideally < 0.1%)



**One-click
unsubscribe**

Enforcement Timeline

For Google

Feb. 2024

Bulk senders who don't meet requirements will start getting temporary eros on non-compliant email traffic

Apr. 2024

Google will start rejecting non-compliant email traffic and gradually increase rejection rate

Jun 1. 2024

Bulk senders have until this date to implement one-click unsubscribe in commercial, promotional messages

Yahoo: "Enforcement will *begin* in February 2024, and we will continue to gradually roll out enforcement as we monitor compliance metrics"

Who do the rules really apply to?





Apollo.io

Scheduler

Automator

Content



Microsoft

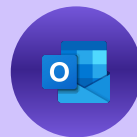


Google



Sendgrid

**Sender Email
Service Provider**



Outlook



Google



Yahoo

**Receiver mailbox
provider**



How to comply with the new anti-spam rules

Set up authentication for every domain you use



Where you're
coming from



Who you
are



What you're doing
with imposters

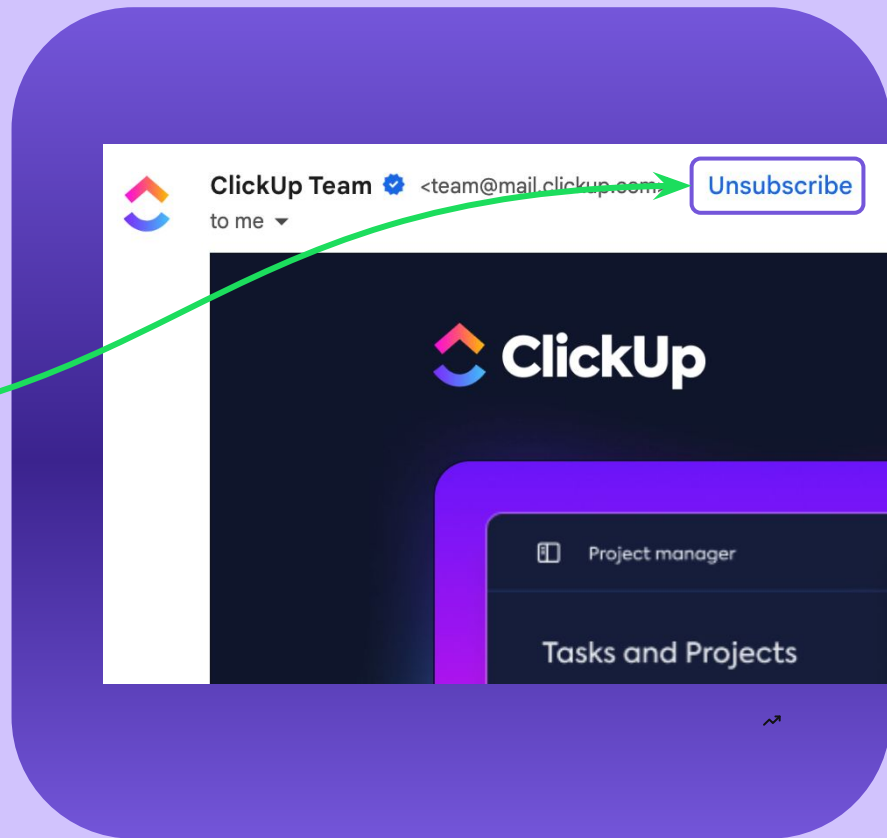
Keep spam rate under 0.1%

$$\text{Spam rate} = \frac{\% \text{ emails marked as spam}}{\# \text{ emails sent}}$$

calculated daily

1 person who reports your email as spam for every 1000 emails you send to Google/Yahoo personal inboxes

One-click unsubscribe

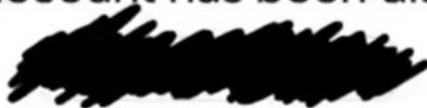


Let people
unsubscribe!





Your account has been disabled

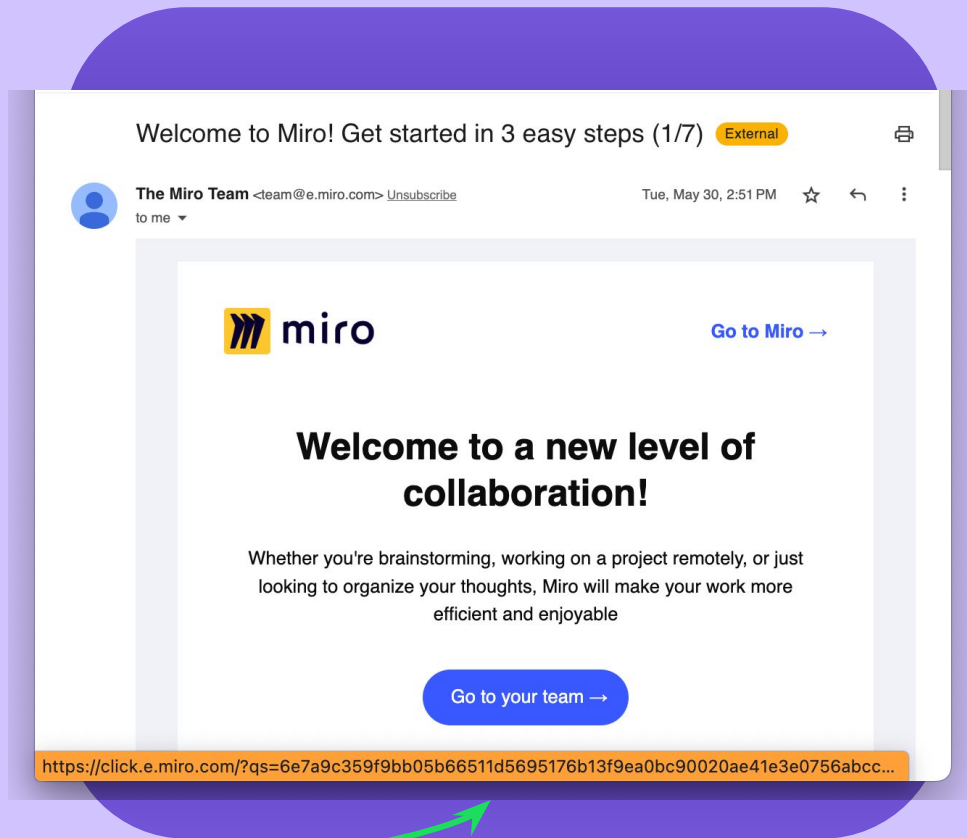


It looks like this account violated the
[Google Workspace policy](#). Examples of violations include
sending spam or using the account for any kind of fraud.
Contact your administrator for additional help.

Leverage multiple domains

hi.domain.com
domainsends.com
domainmail.com

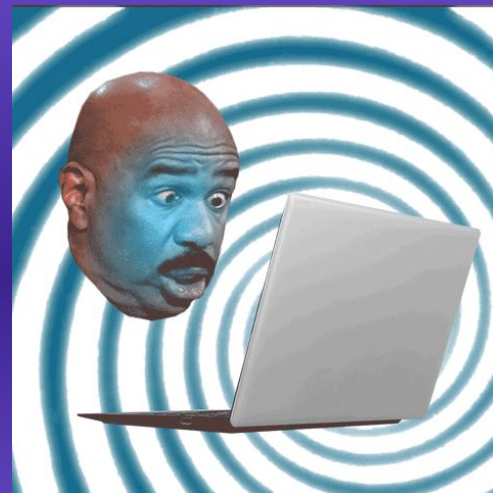
Set up a custom tracking domain



Limit the # of emails you send per hour + per day

Our recommendations (per mailbox):

- 50 emails sent per day
- Can be more if sending campaigns with >5% reply rate & high domain rep
- 6 emails sent per hour
- 600 seconds delay between emails



From Google's Email Sender Guidelines

If you send large amounts of emails, we recommend you:

- ❑ **Send email at a consistent rate.** Avoid sending email in bursts.
- ❑ **Avoid introducing sudden volume spikes** if you do not have a history of sending large volumes. For example, immediately doubling previously sent volumes suddenly could result in rate limiting or reputation drops.
- ❑ **Frequency of sending email:** You can increase the sending volume more quickly when you **send daily instead of weekly.**

**Let's see the deliverability
features in Apollo...**

**Want to speak to Apollo's
Sales Team?**
(about a Professional or Custom Plan)

Q&A



Thank you

We'd love to hear your feedback!

Follow us on

