

CASE STUDY

Health Service Discounts Sees Inbox Placement Rise to 99% from Less than 70% within Six Months

CHALLENGE

Health Service Discounts experienced low inbox placement rates, with less than 70% of email reaching its subscribers' inboxes in some instances. This prevented members from receiving the benefits of their membership, while also creating engagement challenges. In addition, these inbox performance issues were impacting the company's A/B email testing by skewing the results.

To address their email deliverability challenges, Health Service Discounts turned to Certification, the industry's most recognized and valued program to improve email performance through best practices. By becoming Certified, they hoped to ensure more emails reached subscribers' inboxes and improve the company's sender reputation with mailbox providers (MBPs).

As Neil McKendrick, email manager at Health Service Discounts, stated, "The success of our email campaigns is essential to the company's performance, so it was extremely important for us to improve the chances of our emails reaching our recipients."

With a highly active email program consisting of multiple communications a week to its 1+ million membership base, reaching the inbox is vital to business performance.



INDUSTRY: HEALTHCARE

Founded in 2001, Health Service Discounts is the largest British National Health System (NHS) employee benefits provider in the United Kingdom, helping NHS and health service workers save money through online discounts and offers on household brands across holidays, insurance, mobile phones, utility bills, and fashion.

healthservicediscounts.com

SOLUTION

Health Service Discounts was guided through the process of becoming Certified. After reviewing their sending practices and compliance with applicable laws, they were successfully added to the Certification program. Becoming a Certified sender provides a clear signal to major MBPs, including Microsoft, Verizon Media (Yahoo! and AOL), and Comcast that a brand's emails are safe and reputable, in many instances leading to reduced filtering.

RESULTS

The Certification program instantly boosted Health Service Discounts' inbox placement levels, jumping from less than 70% to 85% in the first month, rising to 99% within six months. Furthermore, domain and IP reputation improvements gained from Certification had an indirect positive effect on email addresses with non-participating MBPs, most notably with Gmail, which delivered a 50% increase in inbox placement and has remained stable ever since.

As McKendrick states, "Email is a key channel for us, so getting this right is a must. We are delighted with the results we have seen since joining the Certification program. Our deliverability rates have increased substantially, which is fantastic. With 99 percent of our emails landing in the inbox, we are confident that every one of our members is able to benefit from our service."



“[Validity] made the integration of its program convenient and fast, with excellent support throughout the entire process. Our representative looked at what we wanted to achieve and tailored a program to our email goals. As a result, Certification had an almost instant impact that has continued to improve over time. I don't think there are many programs out there that can have such a quick, marked effect.”

NEIL MCKENDRICK

Email Manager, Health
Service Discounts