



CASE STUDY

**BrandAlley
optimizes their email
sender reputation
and maximizes
deliverability.**

BRANDALLEY

Established in France in 2005, [BrandAlley](#) is a leading online department store offering members flash sales with discounts of up to 80% off more than 300 designer labels. In 2017, BrandAlley introduced their own ready-to-wear womenswear called “BrandAlley La Collection” with plans to expand into menswear and childrenswear. BrandAlley’s e-commerce website operates in various European countries and currently ranks as France’s fifteenth most popular retail site, averaging over 7 million visitors every month.

The challenge:

Lower email deliverability from strict filters during peak periods.

BrandAlley sends 455 million emails during the first six months of the year. With such high volumes, stricter filtering applied by major mailbox providers (MBPs) such as Gmail, Orange, Yahoo, AOL, and Microsoft was undermining the company’s email marketing strategy. As a result, BrandAlley’s marketing teams experienced lower deliverability rates for marketing emails, with notable declines during peak periods such as the holiday season.

Since BrandAlley did not have their own monitoring tools, they lacked the insights needed to re-engineer their email marketing campaigns. As an online-only company, BrandAlley relies heavily on email marketing to stay in touch with clients and develop their business.

The solution:

Compliance, Certification, and monthly program reviews.

BrandAlley approached Validity for help with securing a reliable and long-term sender reputation. Validity experts analyzed BrandAlley’s existing email program, drew up a list of recommendations, and helped the company’s marketing teams achieve optimal deliverability.

The first step was to segment BrandAlley’s various IP addresses to anticipate deliverability issues. The team then prepared a compliance plan, enabling BrandAlley to become Certified. Validity’s Sender Certification program increased the likelihood that emails made it to the inbox, thus building BrandAlley a solid reputation as a mailer.



We have achieved a key priority: a level of deliverability that is truly stable, unaffected by our peak activity periods, as well as receiving an important consultancy role, offering advice on all aspects of our marketing strategy. Our CRM teams now have peace of mind while they work and can focus on marketing innovations.

Aurélie Bilard
Head of CRM and Web Projects



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Working with a dedicated team, BrandAlley also introduced Validity's email success platform. This allowed the company to monitor campaigns in real time and access performance metrics, helping marketing teams to fine-tune their campaigns.

Validity conducted a monthly review of email marketing campaigns and remained in touch with BrandAlley to ensure any potential problems were resolved. BrandAlley's CRM teams took advantage of this opportunity to leverage Validity's consulting skills, which helped the company implement responsive email campaigns.

The results:

Excellent sender reputation and increased visibility.

As a result of BrandAlley being Certified and using the email intelligence platform on a daily basis, the e-tailer has optimized their email sender reputation. They now have the tools to monitor, analyze, and maintain their reputation in real time.

Ongoing assistance from our experts provides BrandAlley with a dedicated team that is on hand to anticipate any deliverability issues.



About Validity

Businesses run better and grow faster with trustworthy data. Tens of thousands of organizations rely on Validity solutions – including Everest, DemandTools, BriteVerify, Trust Assessments, and GridBuddy Cloud – to target, contact, engage, and retain customers effectively. Marketing, sales, and customer success teams worldwide trust Validity solutions to help them create smarter campaigns, generate leads, drive response, and increase revenue.

