# Reed.co.uk overcomes the challenges of mailing to B2B and B2C clients, achieves 99% inbox placement rate with Validity Sender Certification.

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# Reed.co.uk

Founded in 1995, Reed.co.uk was the first recruitment website offered by a recruitment agency in the United Kingdom. Since then, Reed.co.uk has grown into one of the UK's leading marketplaces for careers.

Reed.co.uk features job vacancies and expert tips on CVs, cover letters, interviews, and professional development. Reed Courses also works with around 1,000 respected learning providers to advertise more than 110,000 courses on a wide range of subjects; from accounting and HR to fitness and cooking.*  Hundreds of thousands of readers visit Reed.co.uk's Career Advice site every month for expert career advice.

## The Highlights:

**99**
SENDER SCORE

**>99%**
INBOX PLACEMENT RATES

## The challenge:

# Sending emails to both B2B and B2C clients in a highly competitive jobs market.

As one of the United Kingdom's leading jobs and careers sites, Reed.co.uk relies on their email channel to connect job seekers with prospective employers, and vice versa.

This requires them to send emails to both B2B and B2C audiences. On the B2B side, Reed.co.uk must deliver application emails and CV downloads to job posters and recruiters. To B2C job seekers, Reed.co.uk sends time-sensitive job alerts and interview requests.

On both sides of the coin, strong email deliverability and getting more eyes on their emails is essential.

In a competitive job market, emails that fail to reach customer inboxes mean candidates miss job opportunities and employers miss promising candidates.

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"Recruitment is a super competitive sector, so maximizing deliverability is crucial," explained Eloise Scarborough-Gooday, Senior CRM Manager at Reed.co.uk "Our email products are a definite selling point for our sales team, and knowing we enjoy world-class inbox placement is a unique selling point for sure."

Particularly as email sending volume returned to pre-pandemic levels, the team at Reed.co.uk knew they needed a solid foundation of email deliverability for their program to succeed.

"If email performance or conversions drop off, the business is quick to notice, and we must be quick to respond in return," Scarborough-Gooday added.

**The solution:**

# Validity's Everest deliverability platform and Sender Certification program.

To achieve strong email deliverability as they ramped up their sending volume, Reed.co.uk chose to partner with Validity, the leading provider of email deliverability and data quality solutions.

Reed.co.uk uses the Everest email performance dashboards to monitor closely their campaigns and detect any engagement dips or deliverability problems early.

"The extra layer of deliverability data Everest provides substantially exceeds that of our ESP, and the way it's presented is much clearer and more intuitive," said Scarborough-Gooday. "This means we can respond swiftly to new challenges and opportunities, and get more volume delivered to our subscribers."

Reed.co.uk uses Everest's Design and Content module to ensure their email creative renders exactly as expected across a variety of clients and mailbox providers.

"We make sure every piece of content is compliant with Everest's guidance—especially now that we're very focused on accessibility," said Scarborough-Gooday.

> These insights help us optimize our approach and maximize the impact of our emails based on how our audience wants to engage with them.

**Eloise Scarborough-Gooday**
Senior CRM Manager at Reed.co.uk

These advanced testing capabilities also mean Reed.co.uk can find and fix problems quickly. "We were testing a new email template for one of our job alert campaigns," Scarborough-Gooday recalled. "Open rates were lower than expected, and we soon discovered that the new template was slightly too big, meaning we were truncating the bottom of the email for our Gmail and G-Suite users. Everest helped us find the problem quickly, and re-size the template before relaunching."

The company also uses Everest Engagement Analytics to better understand how their audience consumes emails.

"While our mobile app is really taking off, our audience tends to go between both mobile and desktop during their interactions depending on the specific action they're taking," explained Scarborough-Gooday. "These insights help us optimize our approach and maximize the impact of our emails based on how our audience wants to engage with them."

Reed.co.uk also completed Validity's exclusive Sender Certification program, which became a central part of their deliverability strategy. As a Certified sender, Reed.co.uk is recognized as a strong, reputable sender by leading mailbox providers and spam filtering companies worldwide.

"I always check our Certification report first thing in the morning," said Scarborough-Gooday. "If we have any warnings, I can quickly identify if there's anything we need to do."

**The results:**

## A >99% inbox placement rate and the confidence to increase their sending volume.

The long-term partnership with Validity helped Reed.co.uk achieve email excellence.

The company's average Sender Score is 99, putting them on par with best-in-class senders worldwide.

> **Having such a strong deliverability foundation allows us to be a little more experimental, secure in the knowledge that if we try something new, we can monitor performance closely and jump on it quickly if our metrics start to veer in the wrong direction**

**Eloise Scarborough-Gooday**

Senior CRM Manager at Reed.co.uk

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For more information visit

An impressive >99% of their emails are delivered to subscribers' inboxes, which is 14% higher than the global average.

Armed with insights from Everest, Reed.co.uk can ramp up their sending volume and know in real time if they incur any deliverability roadblocks with individual mailbox providers.

With their email deliverability assured, Reed.co.uk is focused on innovation within their email program, including new designs and creative templates. "Having such a strong deliverability foundation allows us to be a little more experimental, secure in the knowledge that if we try something new, we can monitor performance closely and jump on it quickly if our metrics start to veer in the wrong direction," said Scarborough-Gooday.

The Certification benefit helped Reed.co.uk preserve their hard-earned sender reputation, despite the unique challenges of mailing to B2B clients. "On the B2B side of our business, we are subject to more stringent security checks," said Scarborough-Gooday. "Certification absolutely helps us to deal with this challenge, and the ability to check our performance across a range of corporate spam filters is also particularly important."

"Validity has always been my go-to source of email deliverability insight and expertise. There aren't any other vendors that offer the same level of service, and none of them seem to have the same tools," Scarborough-Gooday concluded.

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