Network Digital Marketing Achieves a 99% Inbox Placement Rate Despite High-Volume Sends with Validity Everest and Sender Certification

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Network Digital Marketing is an affiliate marketing company that helps those who help others. They connect the biggest brands in the UK with over three million professionals in health services, social care, education, and the charity sector. By facilitating these partnerships, Network Digital Marketing ensures that hardworking professionals receive the discounts and rewards they deserve.

The challenge: Maintaining high deliverability with frequent sends in a competitive industry.

As an affiliate marketing company that connects brands with frontline workers through exclusive discounts, Network Digital Marketing's success depends on consistently reaching the inbox and driving high net click rates—the key metric they rely on to measure affiliate discount usage. However, this work comes with built-in challenges. The affiliate marketing space in the UK is highly competitive, and rising global email volumes contribute to inbox fatigue, making it harder to stand out in the inbox.

Because they represent multiple brands with different campaigns, Network Digital Marketing must send a high volume of targeted emails each week along with weekly newsletters to their 4 different schemes—Health Service Discounts, Discounts for Teachers, Charity Worker Discounts, and Discounts for Carers. This send frequency increases the risk of issues such as spam complaints and throttling.

Tony Ball, Network Digital Marketing's CRM Lead, understood these challenges when he joined the team. "A big part of why I accepted the position was because of Network Digital Marketing's existing partnership with Validity," he explains. Having worked with Validity in his previous position, he knew the value this partnership would bring to his new role.

With a goal of building a world-class CRM and optimizing Network Digital Marketing's email strategy, Ball saw an opportunity to fully leverage Validity's solutions to stay ahead of deliverability hurdles.

The solution: IP performance monitoring, best practice coaching, and additional inbox insurance with Validity Everest and Validity Sender Certification.

To prevent deliverability challenges from derailing their efforts, Ball and his team rely on Validity Everest's reporting metrics to monitor the health of their IP addresses and quickly address any performance dips.

One of Ball's first initiatives in his new role was reinstating monthly meetings with Validity's Customer Success Team. These sessions help Network Digital Marketing interpret Everest's insights and make informed optimizations to maintain their high deliverability standards.

"We love working with the Validity team," said Ball. "They're always so helpful in keeping us up to date with best practices and major industry changes."

For example, when iOS 18 was announced, Network Digital Marketing turned to the Validity team to ensure their email program was in top shape ahead of the changes. Ball also cited Validity's thought leadership content and email-focused webinar series as their go-to resource for taking their email strategy to the next level.

Armed with actionable insights from Validity, they were able to take the information back to their brand partners, helping them optimize their content for the best deliverability results. They frequently use the Design and Content module within Everest to test their emails, ensuring the best subscriber experience. "Some of our brands still want to use heavy images in their emails," explained Ball. "But we know that can harm deliverability. That's where we can find ways to optimize."

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While best practices and performance monitoring are critical, Network Digital Marketing also recognized the value of additional inbox support. With Validity Sender Certification, they gain an extra layer of deliverability insurance—earning recognition as a trusted sender by mailbox providers, which keeps their messages from getting wrongfully filtered out.

The results: A 99 percent inbox placement rate across all four of their IP addresses.

Network Digital Marketing's commitment to top-tier email performance is evident in their results. They achieved a 99 percent inbox placement rate across their four dedicated IPs for each member sector. This represents a 14 percent uplift compared to similar non-Certified senders. They also earned a Sender Score of 99, reflecting the strong reputation they've worked hard to build.

"We love having that extra peace of mind with Sender Certification," said Ball. "It's like a security blanket, keeping our email performance safe and ensuring our messages land where they belong—in the inbox."

During Black Friday and peak sales season—one of Network Digital Marketing's most crucial sales periods—their net click rates skyrocketed even as they doubled their usual email send volume. Ball and his team were thrilled to finish the year with the best peak season in company history.

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What's next for Network Digital Marketing? With ambitious email goals in 2025, Ball and his team are focused on expanding their existing automation programs while maintaining their stellar sender reputation. They're also implementing Apple Branded Mail with support from the Validity team.

"We're just a group of passionate CRM geeks who want to do the right thing by our members and Brand partners," Ball concluded. "Our partnership with Validity has allowed us continue helping people who help people."