Email Is Insecure
But You Don’t Have To Be

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AGENDA

- Why is email awesome?
- Why is email insecure?
- How can we be better?
- Don’t get spoofed!
- Segment First, Then Automate
- Cool Tools
Why Is Email Awesome?
3.7 BILLION
Global Email Users in 2017
(Statista)
269 BILLION
Business & Consumer Emails Sent Daily
(Radicati Group)
Average results for email campaigns across industries:

Open Rate: 24.79%
CTR: 4.19%
CTOR: 11.88%

(SmartInsights)
Email has a median ROI of 122%
4x higher than any other digital marketing channel.
(eMarketer)
Email is 40x more effective at new customer acquisition than Facebook or Twitter.

(McKinsey)
Why Is Email Insecure?
Because People are Insecure!

- We are bad at passwords.
- We click on links.
- We open attachments.
- We send personal info through email.
- We don’t delete things.
- We access email on public WiFi.
To keep email accessible - no significant security changes EVER.

Email clients encrypt traffic, but basic protocols remain plain text.

We have no ability to recall messages.
How Can We Be Better?
Protect Yourself - Passwords

- Use strong, unique passwords!
  - Use a mix of upper, lower case, numbers and special characters.
  - No birthdays, hometowns, schools etc.
  - Think phrases rather than words.
- Explore two-tier authentication options.
- Change passwords often - every 3 months.
Protect YourSelf - Attachments

- Use a Multi-Antivirus Scanner and scan every attachment before you open it.
- Convert email attachments to PDF.
- Block emails with many recipients & large attachments.
- If you don’t know the sender – don’t open the attachment.
- Don’t attach if you can link instead.
Protect Yourself - Content

- Check for confidential content.
  - Omit customer personal info, including; full shipping addresses, their phone number & payment details.

- Add legal footers.
- Watch out for phishing.
Protect Yourself - Behavior

- Archive your emails.
- Never access emails from public WiFi – use VPN when available.
- Never click unsubscribe links in spam.
- Use reply all with extreme caution.
- Don’t share passwords.
- Encrypt if you can.
Do Better → Be Better

STOP SENDING MARKETING EMAILS FROM GMAIL!
Invest in appropriate software.
Use a reputable Email Service Provider (ESP).
When you send email from a domain other than your own, you can not authenticate yourself.
Don’t Get Spoofed!
Tell Them Who You Are With Email Authentication

SPF - Sender Policy Framework

**What it is:** SPF is an email authentication protocol that allows the owner of a domain to specify which mail servers they use to send mail from that domain.

**How it works:** Brands sending email publish SPF records in the Domain Name System (DNS). These records list which IP addresses are authorized to send email on behalf of their domains.

https://blog.returnpath.com/how-to-explain-spf-in-plain-english/
Tell Them Who You Are With Email Authentication

DKIM – DomainKeys Identified Mail

What it is: DKIM is a protocol that allows an organization to take responsibility for transmitting a message in a way that can be verified by mailbox providers. This verification is made possible through cryptographic authentication.

How it works: DKIM is pretty complicated.

Tell Them Who You Are With Email Authentication

DMARC - Domain-based Message Authentication, Reporting & Conformance

What it is: DMARC ensures that legitimate email is properly authenticating against established DKIM and SPF standards, and that fraudulent activity appearing to come from domains under the organization’s control (active sending domains, non-sending domains, and defensively registered domains) is blocked. Two key values of DMARC are domain alignment and reporting.

https://blog.returnpath.com/how-to-explain-dmarc-in-plain-english/
Segment First, Then Automate
Marketers have witnessed an increase of 760% in email revenue from segmented campaigns.

(Campaign Monitor)
Segmented email campaigns get 14.31% more opens & 100.95% more clicks than non-segmented campaigns. (MailChimp)
10 Data Points You Can Segment By:

1. Demographics
2. Geographics
3. Engagement
4. Website Behavior
5. Usage
10 Data Points You Can Segment By:

6. Survey Results
7. Purchase History
8. $$$ Spent
9. Buying Frequency
10. Stage of Life Cycle
Automated messages average

70.5% higher open rates
& 152% higher CTR

than "business as usual" marketing messages.

(Epsilon Email Institute)
10 Automation Trigger Ideas:

1. Content Download
2. Welcome
3. Free Trial Upsell
4. Cart Abandonment
5. Purchase
10 Automation Trigger Ideas:

6. Onboarding
7. Birthdays & Anniversaries
8. Renewals & Reminders
9. Unsubscribe
10. Win-Back
Cool Tools
Tools For Sending

- Active Campaign – $9/month
- Campaign Monitor – $9/month
- MailChimp – Free
Tools For Testing

- Litmus - $99/month
- Email on Acid - $44/month
Are you using a tool that you love?
Ask Me Questions