

# Hello and welcome!

While we wait for everyone to join, tell us in the chat:

**What was one Black Friday fail that you laugh about now but back then, it was actually pretty serious?**



# A few things before we start:

● This session will be recorded

## Chat



**Bloomreach**

11.28AM

I'm calling from NYC!

## Q&A



**Bloomreach**

11.28AM

Does this apply to only promotional emails or to transactional emails as well?



## Docs



**Navigating Gmail and Yahoo's Deliver...**

Click to open



**Gmail and Yahoo's New Email Sender...**

Click to open



**Email Deliverability Tips**

Click to open



**The Ultimate Guide to Mastering Emai...**

Click to open

BFCM Deliverability Playbook:

# Strategies That Land, Reach, and Convert



# Meet Today's Speakers:



**Michal Blasko**

Manager, Business  
Consultancy WE region  
Bloomreach



**Stephen Ford**

Associate Director,  
Global Deliverability  
Bloomreach

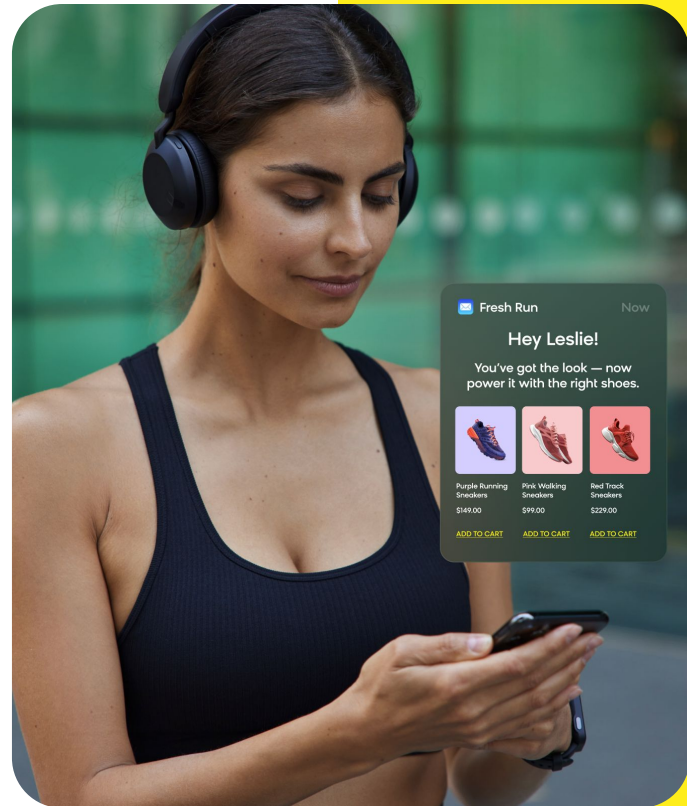


**Valentina Benaglio**

Senior Product  
Marketing Manager  
Bloomreach

## AGENDA

1. Introduction
2. Email Deliverability
3. Mobile Readiness
4. Texas SB 140 & iOS26 Update
5. Pre-peak data audit
6. Key Takeaways
7. Bonus Content
8. Q&A



# What are the peak period volumes of the Email and SMS channels?

**~32%**

YoY increase in **emails** sent on BF



**3.1x**

The usual **email** volumes on average

**~48%**

YoY increase in **SMS** sent on BF



**8.9x**

The usual **SMS** volumes on average

Email and SMS are expected to grow at least 30-40% YoY...again! Other channels such mobile push even more, approx. 100%...again!

This leads to a pressure on the channel performance, deliverability and the inbox placement.

**100% platform uptime during the holiday period, the crucial part for businesses**

## **POLL:**

**It's 8 weeks before Black Friday/Cyber Monday. Your click rates have dropped, and a chunk of your emails are hitting spam folders. You can only take ONE immediate action — what do you do?**





# Best Practice Strategies



To keep your campaigns on target during peak season





# Email Deliverability

# Getting Ready for Peak Trading

**You want to be going into Black Friday / peak trading with the best possible sender reputation.**

If you haven't already done so, sign up to Microsoft SNDS and Google Postmaster reports.

These reports will give you important insights into your sender reputation.

**Guides will be attached at the end of this deck** but If you're still unsure of your sender reputation, you can reach out to your CSM who will ask the Bloomreach deliverability team for guidance on setting up SNDS and Google Postmaster Tools.

# Getting Ready for Peak Trading

**Microsoft SDNS:** The colour coding of your IP gives you a good indication of your IP health. Green is good and it means that your email sending appears healthy. Red is bad, and means that serious problems have been identified, and you should take prompt action. Yellow means some issues have been detected and you should review your sending behavior. For good deliverability, your IPs need to be achieving green status.

This is an example of what the SDNS report looks like, It includes the colour filter result and the spam complaint activity and the number of spam trap hits you have incurred on the Microsoft network

## View Data: 161.38.205.209

Below is the data history for the selected IP, 161.38.205.209. Please note that days where it sent less than 100 messages will be indistinguishable from days where it sent no messages at all, because neither will show up below.

The date and times in the displayed data below are rendered into your preferred timezone:  
All available data for 161.38.205.209 are displayed below. Please note that days where the IP sent very low volume (fewer than 100 messages) are not included.

The data is divided into days based on the U.S. Pacific time zone, however the activity periods in the table below are shown according to your [preferred time zone](#):  
(GMT-06:00) Central Time (US & Canada)

Activity period [1]	RCPT commands [1]	DATA commands [1]	Message recipients [1]	Filter result [1]	Complaint rate [1]	Trap message period [1]	Trap hits [1]	Sample HELO [1]	Sample MAIL FROM [1]	Comments [1]
Total: 90 days	20,963,007	20,962,523	20,955,746	0 red days	< 0.1%		1	0 distinct values	0 distinct values	
2/15/2022 6:00 PM - 2/16/2022 6:00 PM	158131	158127	158035		< 0.1%		0			
2/14/2022 6:00 PM - 2/15/2022 6:00 PM	298775	298770	298557		< 0.1%		0			
2/13/2022 6:00 PM - 2/14/2022 6:00 PM	282553	282548	282404		< 0.1%		0			
2/12/2022 6:00 PM - 2/13/2022 6:00 PM	141985	141984	141912		< 0.1%		0			
2/11/2022 6:00 PM - 2/12/2022 6:00 PM	286377	286373	286368		< 0.1%		0			
2/10/2022 6:00 PM - 2/11/2022 6:00 PM	213003	212998	212925		< 0.1%		0			
2/9/2022 6:00 PM - 2/10/2022 6:00 PM	357202	357202	357075		< 0.1%		0			
2/8/2022 6:00 PM - 2/9/2022 6:00 PM	177083	177080	177023		< 0.1%		0			
2/7/2022 6:00 PM - 2/8/2022 6:00 PM	224065	224061	224009		< 0.1%		0			
2/6/2022 6:00 PM - 2/7/2022 6:00 PM	198919	198917	198846		< 0.1%		0			
2/5/2022 6:00 PM - 2/6/2022 6:00 PM	196404	196402	196397		< 0.1%		0			

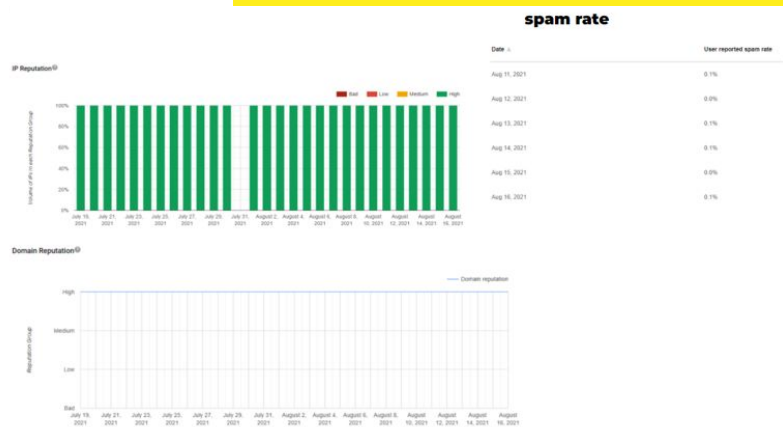
# Getting Ready for Peak Trading

Google Postmaster reports will offer you insights into:

1. IP reputation
2. Domain reputation
3. Spam Complaint Rate
4. Delivery Errors

Please note Google (Gmail) do not send data back to any email platform with regard to spam complaints. The only place you can monitor your Gmail spam complaint rate is via the Google Postmaster reports

Finally, it is worth noting that Google place more emphasis on domain reputation than IP reputation.



# Benchmarks

## Targets and thresholds for the main email metrics.

Achieving these metrics and staying under key thresholds is a good indication of having a healthy sender reputation

Metric	Target or Threshold
Delivery Rate	99+%
Click to Delivered Rate	2 to 5%
Hard Bounce Rate	Less than 0.5%
Soft Bounce Rate	Less than 0.5%
Unsubscribe Rate	Less than 0.5%
Spam Complaint Rate	Less than 0.05%

## Key Question

**“How do I improve my sender reputation ahead of Black Friday?”**



# Improving your Reputation

Firstly, you need to **identify the cause of your impacted reputation**.

The most significant things that could be lowering your reputation are:

1. **Spam trap hits, typo domains, mailbox full**
2. **Spam complaints**
3. **Targeting a disengaged audience with too high a frequency**



# Improving your Reputation

## Spam Trap Hits:

If you are seeing high volumes of spam trap hits (via Microsoft SNDS or feedback from Bloomreach deliverability) you will need to **clean up your list**. Spam traps are real email addresses operated by ISPs, and they only serve to identify spammers and senders with poor list hygiene. The good news is that we can clean the list by means of a **list validation service**.

# The Complexity of Engagement

## Spam Complaints:

**The threshold for spam complaints is super low and is less than 0.05%!** If you are receiving spam complaints higher than this rate, this will be **impacting on your reputation and your inbox placement.**

You need to consider why people are reporting you as a spammer? The number one reason is that you are targeting a disengaged audience with too high a frequency. We will discuss that next. However, the steps you can take to reduce this are:

1. **Reduce your frequency** to certain segments who have clearly “tuned out”
2. **Bring the unsubscribe link to the top of the email.** If people want to leave your list, don't make them scroll through the length of one of your emails to find the unsubscribe link. Remember, the spam complaint button is always within the top navigation of all email apps.

# Improving your Reputation

## Targeting a disengaged audience with too high a frequency:

The ISPs / mailbox providers (the likes of Hotmail, Gmail, Yahoo etc) operate algorithms which determine if messages are wanted and where an email should be sent once accepted. Should it be delivered to the inbox or the spam folder?

## Mailbox Providers (MBPs)

use a combination of positive and negative signals to determine whether to deliver or filter emails.

**Positive signals** include high engagement such as emails being opened, replied to, marked as "not spam," or moved to folders, all of which are indicators that the recipient finds the content valuable.

**Negative signals** include high spam complaint rates, hitting spam traps, sending to invalid or inactive addresses, sudden spikes in volume, and deleting emails without opening. Adjusting your sending accordingly ahead of Black Friday will boost your reputation

# Measuring the Health of your List

NEW - (All)

Creation date is less than or equal to 30 days in the past

PASSIVE - (All)

Creation date is between 31 and 90 days and LAST OPEN or LAST CLICK did not happen

ACTIVE (Non IOS 15)

Creation date is greater than 30 days and LAST OPEN or LAST CLICK is LESS than 90 days

ACTIVE (IOS 15)

Creation date is greater than 30 days LAST CLICK is LESS than 90 days OR has clicked more than once in the last 180 days

LAPSING - (All)

Creation date is greater than 30 days and LAST OPEN or LAST CLICK is BETWEEN 91 and 180 days

IOS 15 Open & non click

Creation date is greater than 30 day, LAST "OPEN" is less than 180 days but NO CLICK

LAPSED - (All)

Creation date is greater than 30 days and LAST OPEN or LAST CLICK is GREATER than 180 days

INACTIVE - (All)

Creation date is greater than 90 days and LAST OPEN or LAST CLICK did not happen

**This part of your list  
needs to be managed  
with caution**

# Optimising Email for Peak Periods

- **Align Sending Frequency with Audience Segments.** Tailor your email frequency based on engagement levels. It's okay to include lapsed recipients typically those who haven't opened or clicked in over 180 days, especially around key periods. However, don't overdo it. Focus higher frequency on engaged users, and limit sends to lapsed contacts to avoid harming your sender reputation.
- **Target your engaged users first.** Before you send to your lapsed users, send to your most engaged contacts (those who have recently opened or clicked).
- **After sending to lapsed users, follow up with a more targeted segment.** After emailing your lapsed group, send your next email to a highly engaged and focused audience.  
**Why?** Because this can help "recover" or reinforce your sender reputation after reaching out to the riskier lapsed segment.



# Sending Tactics during Peak Trading

## Ideal daily volume engagement breakdown

As positive recipient actions occur, sender reputation increases and more emails are placed in the inbox.



Likely placement: Inbox

## Less than ideal daily volume engagement breakdown

If more negative recipient actions occur, sender reputation decreases and more emails are placed in the spam folder.



Likely placement: Spam

# Sending Tactics during Peak Trading

Date	Segmentation	Interactions
Tue 25 Nov	Active & New	
Wed 26 Nov	Active & New	
Thu 27 Nov	Active & New	
Fri 29 Nov	Active, New, Passive, Lapsing, iOS 15 Opens but no click, Lapsed ( <b>capped at 13 months since last engagement</b> )	
Sat 30 Nov	Active & New	
Sun 31 Dec	Active & New	
Mon 01 Dec	Active, New, Passive, Lapsing, iOS 15 Opens but no click, Lapsed ( <b>capped at 13 months since last engagement</b> )	

# Second Sends on Key Dates

- **What's a "second send"?**

Sending another email later on the same day, or the next day to follow up on an earlier one.

- **Don't resend to non-openers.**

A common tactic is to resend the same email to people who didn't open the first one, but this is not recommended. Why? Because those people are already **unengaged**, and hitting them again can look **spammy**. Plus, it rarely works, open/conversion rates are usually **disappointing** and it can **hurt your sender reputation**.

- **What to Do Instead:**

- Resend to people who **opened or clicked** but **didn't buy (or convert)** with an amended content. These people **showed interest**, so they're much more likely to respond to a second email. Typical performs much better with **higher engagement** and **conversion rates**.

- **Reduce Unsubscribes & Spam Complaints**

- To avoid overwhelming your audience, update your **"From Name"** to reflect that the emails are part of your Black Friday promotions. For example, change **"Brand Name"** to **"Brand Name – Black Friday Deals"**. This signals to recipients that the increased frequency is temporary and tied to a specific event, helping to **build trust** and **reduce both unsubscribes and spam complaints**.

Normal From Name	"Bloomreach"
Black Friday Special From Name	"Bloomreach – Black Friday Event"

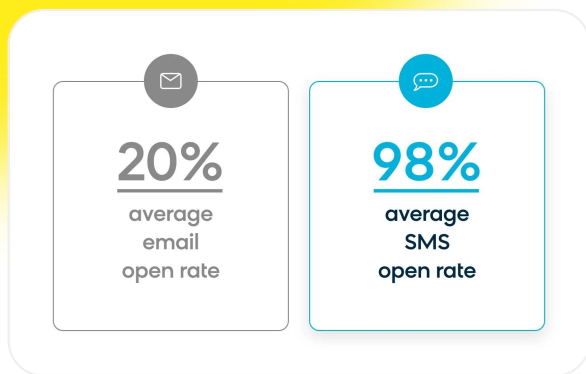
# Mobile Readiness

## **POLL:**

**Your flash sale SMS just went live. Early reports show some customers got the message as a single text, but others received it split into three parts — and your costs are higher than expected. You check the campaign and see the link takes up half the message. What's your best next step to fix this mishap before the next round of sends?**



# How to prepare your mobile database & processes?



## Preparation tips before the peak season

### Grow & clean subscriber base

- **Grow your subscriber list ahead of the peak** and optimise the ROI
- **Clean any invalid phone numbers**
- **Format:** Remember you can have either a "+" or "00" phone format for SMS

### Ensure you're following every country's local regulations

- Make sure that you're sending to the country where you're registered (otherwise your message won't get delivered)
- For the US, please review the new Texas Bill & quiet hours regulation
- Double-check opt-in / opt-out logic to ensure consents are set up in line with channel regulations

### Test times, volumes and/or content ahead of the peak

- **Testing mobile campaigns** ahead of the peak
- **Think about schedule messages early** because queues with mobile carriers will get longer later in the day, the delivery time might be affected.



# How to prepare your mobile channels for the peak?

“More than 44% of ecommerce sales, all done on a mobile device”

**Master Mobile Marketing: Trends, Tactics, and Personalization ( [recording](#) & [deck](#) )**

## Preparation tips before the peak season

### Budget & ROI

- Ensure you have the link shortener feature enabled to save on character count and to track clicks
- Optimize character length by leveraging the character count feature. ( Special characters, personalization, and emojis )

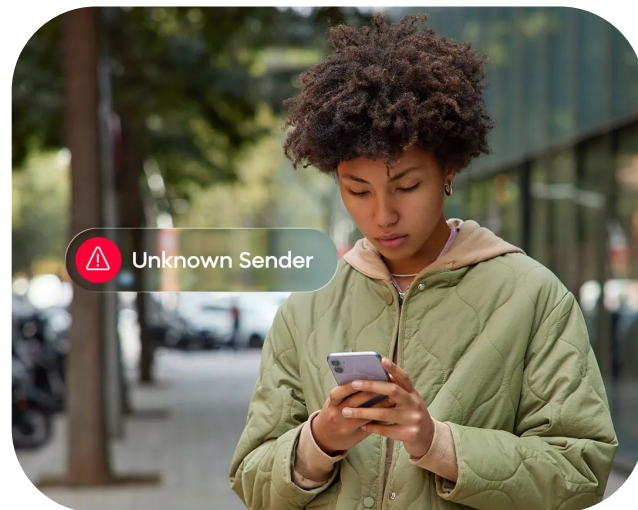
### RCS, SMS & WhatsApp

- **Apply the omnichannel strategy where possible:** automate common order confirmations, shipping updates, abandoned cart reminders, price drop, customer surveys
- **Automate customer conversation in real-time with RCS:** Prepare for high volumes of questions from customers through automated help and FAQs. ( **RCS / WA** )
- **Optimize campaigns content &** prepare a rich content displaying multiple products ( **RCS / WA** )
- **Prepare templates in advance** to avoid overload during the busy period ( **WA** )
- **Use transactional SMS:** Trigger & send real time transactional SMS from Engagement. ( **SMS** )

# **Texas SB 140 & iOS26 update: By Valentina**

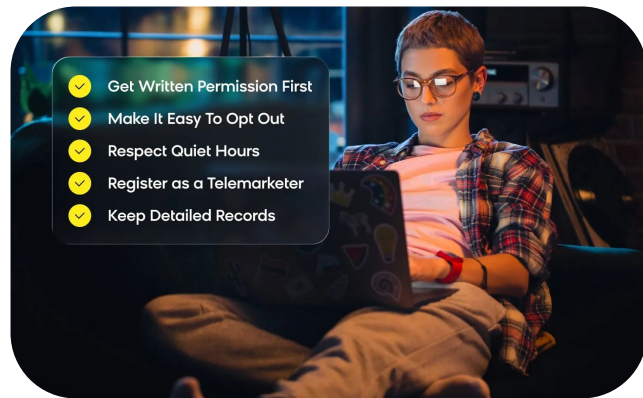
# Texas SB 140: What's Changing & Who's Impacted

- **Effective Sept 1, 2025:** Texas expands its “mini-TCPA” to cover **SMS, MMS, images/graphics, & voice solicitations.**
- **Applies to any Texas resident** regardless of phone area code or where they are physically located.
- **Enforcement gets teeth:** New **private right to sue** under the Texas DTPA; exposure includes **\$500–\$5,000 per message**, attorney fees, and potential **treble damages.**
- **Even if you follow the US federal TCPA,** Texas adds **state-level rules & penalties.**



# Texas SB 140: Marketer's Checklist

- ✓ **Document Prior Express Written Consent (PEWC):** Always capture consent, ideally with double opt-in; store timestamp, source, & category.
- ✓ **Immediate opt-out:** Support STOP/UNSUBSCRIBE keywords & remove consent instantly.
- ✓ **Respect Quiet/Silent hours:** Avoid late-night sends; plan SMS/MMS campaigns for recipient-local time.
- ✓ **TCPA List Validation:** Scrub against state & national DNCs, deactivated/reassigned numbers, known litigators.
- ✓ **Registration:** If you market to Texas residents (or operate in TX), assess Texas telemarketer registration requirements (SOS \$200 fee + \$10k security deposit).
- ✓ **Be audit-ready:** Keep campaign history, consent logs, opt-out logs.



# Texas SB 140: How Bloomreach Helps



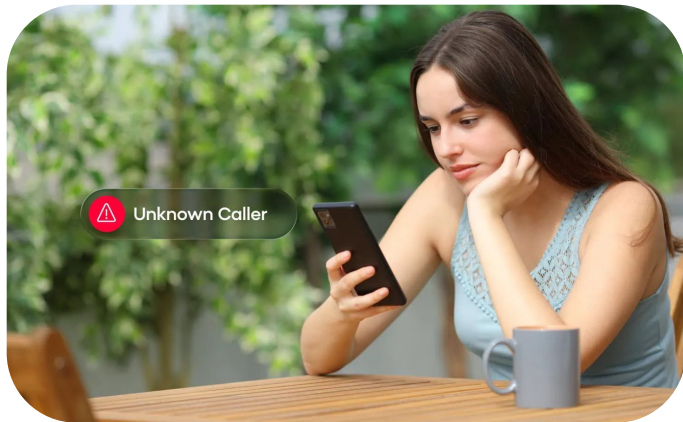
★ **Consent Capture & Timestamping:** Track action, category, timestamp, source; support double opt-in.

★ **Two-Way SMS & Keyword Auto-Responses:** "STOP/ UNSUBSCRIBE" → real-time suppression + confirmation.

★ **TCPA List Validation:** Pre-send scrubbing for state/national DNCs, deactivated/reassigned numbers, & litigators.

★ **Quiet-Hour Controls:** Silent Hours (global time zone) + scenario logic by time zone for recipient-local windows.

★ **Audit Logging & Versioning:** Campaign versions, consent history, dashboards for traceability.





# Apple iOS 26 Update: What's changing


- Apple's **iOS 26** (now aligning OS names with the year) rolls out **starting September 2025**.
- In **Messages**, users can **opt in** to filtering/screening **Unknown Senders**. When enabled, messages from numbers a person hasn't saved or replied to, are routed to an **Unknown Senders** tab and **don't trigger notifications** by default. This can hide a brand's first subscription confirmation text.
- This is a **marketing risk**, since it can depress double-opt-in ("reply Y") completion.

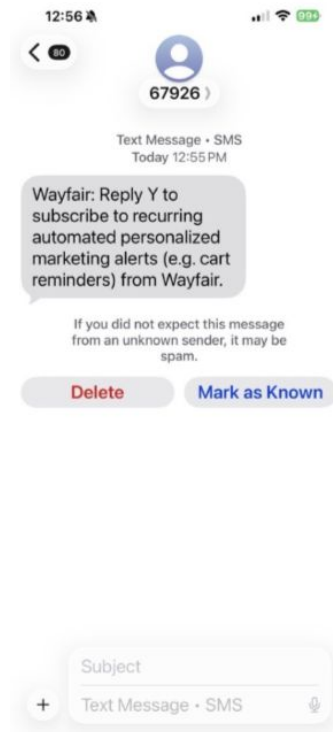


# Apple iOS 26 Update: Impact for Marketers

 **Where sign-ups can drop:** Desktop pop-ups or forms that rely on a first inbound SMS to confirm consent; short codes and new sender numbers are most exposed.

 **What still cuts through:** Once a contact replies or saves your number, future messages move to “Known” and behave normally; OTP/“time-sensitive” categories are less affected.

 **Related privacy trend to keep an eye on:** Apple has been stripping tracking parameters in Messages/Mail/Safari Private Browsing since iOS 17; expect that privacy posture to continue.



# Apple iOS 26 Update: Marketer's Checklist

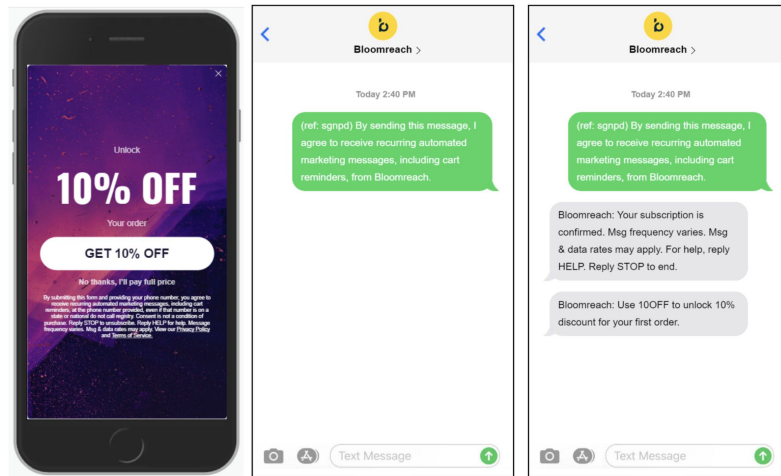


✅ **Set expectations in your capture web layer:** Add a short line like *"If you don't see our text, check 'Unknown Senders' and move us to Known."*

✅ **Use Bloomreach's "tap-to-join"/Two-Touch flow** so the **first message originates from the customer**, making your thread "known."

✅ **Send a contact card** in your **Welcome** text so people can save your number.

✅ **Extend the confirmation window** (give folks more time to reply), and **monitor opt-in funnel** by device/OS to spot drops after September.





# **Pre-peak data audit**

# Data audit prior the peak season

## Data hygiene:

- **Check emails, consents and phone numbers:** search for typos, invalid numbers and incorrect consents, empty values
- Review the key automations and **check the product catalog attributes that powers personalization** like URLs, Image URLs, product titles, prices and discount prices
- Customer attributes & events powering personalization and key segmentations
- **Review voucher pools numbers** and update the voucher policies.
- **Test the front end tracking data that are needed for the key automations** ( price drop, back in stock, abandoned cart, browse )

## Scenarios & integrations:

- Update the Frequency policy and wait nodes
- Test the new integrations before the peak

## Data manager:

- Review Your Mapping ( [January session covering the data mapping](#) ) Speeds up considerably cloning, deployment use cases, dashboards & Supports AI Loomi features performance

Website Sessions <span>🔗</span>	
first_session	A customer's first website session
session_start	Start of a session
page_visit	Visit to a page
banner	A webplayer being seen/interacted with
session_end	End of a site session
<a href="#">+ Add event</a> <a href="#">+ Add group</a>	
Website Interaction <span>🔗</span>	
view_item	Item Viewed on-site
view_category	Category viewed on-site
cart_update	Item added/removed from cart
checkout	Checkout page seen
<a href="#">+ Add event</a> <a href="#">+ Add group</a>	
Channel Engagement <span>🔗</span>	
campaign	Channel Campaign received

Purchase (completed) 🔗

booking ▼ status ▼ equals ▼

[Refine more](#)

ATTRIBUTES			
Product list <span>🔗</span>	Product IDs <span>🔗</span>	Voucher code <span>🔗</span>	Purchase ID <span>🔗</span>
location_list <span>▼</span> <span>×</span>	location_ids <span>▼</span> <span>×</span>	booking_disco <span>▼</span> <span>×</span>	location_id <span>▼</span> <span>×</span>
Purchase status	Total price <span>🔗</span>		
status <span>▼</span> <span>×</span>	booking_price <span>▼</span> <span>×</span>		

# Key Takeaways

# Key Takeaways

1

## **Emailing Deliverability is the key**

Set the sending strategy around the key dates and maximise your deliverability for these key days

2

## **Unlock the power of the Mobile channels**

Grow your subscriber list ahead of the peak, clean any invalid phone numbers and test campaigns before the key dates

3

## **Complete the data audit**

Make sure you have the right tools to scale up the use cases across emerging markets

4

## **Review local regulations**

Make sure you comply with the new laws and regulations in order to minimise the risk during the peak period.

**Bonus content**

# Peak Season Prep Checklist

Our Bloomreach solutions experts created a checklist to help you run smarter, faster, and with confidence this peak season.

## With it, you can:

- ✓ Plan ahead with proven pre-season strategies
- ✓ Apply expert best practices across email, SMS, and ads
- ✓ Protect deliverability and reputation during high-volume sends
- ✓ Personalize at scale with AI to drive revenue
- ✓ Retain seasonal shoppers with post-peak loyalty tactics



## 2025 Peak Season

### BFCM PREP CHECKLIST FOR CUSTOMERS

When the stakes are high, it helps to have the right technology partner by your side.

During Black Friday/Cyber Monday (BFCM), Bloomreach will help your brand turn pressure into performance.

Put together by our product experts, this checklist is full of best practices, friendly reminders, and quick fixes to help you optimize deliverability and performance, catch potential pitfalls before they impact revenue, and personalize at scale during the busiest shopping days of the year.

With Bloomreach by your side, you can run smarter, faster, and with the confidence that your peak season campaigns are set up for success.

# Other Helpful Resources

## Exclusive Tools



[Exclusive Bloomreach Customer BFCM Prep Checklist](#)



[Bloomreach BFCM Content Hub](#)



[Email Deliverability Calculator](#)



[Marketers Rely on Channels To Reach Customers During Cyber Week](#)

## Case Studies



[boohooMAN Sees Up to 25x ROI From CDP-Powered SMS Campaigns With Bloomreach](#)



[Notino Expands Its Omnichannel Strategy With Bloomreach Engagement](#)



[Black Friday Email Campaign with Sending Prioritization](#)

## Blog



[5 Things We Learned from BFCM 2024](#)



[Apple's iOS 26: How Message Filtering Will Impact SMS Marketing Campaigns](#)



[Texas Senate Bill 140: What It Means for Your Mobile Messaging Campaigns](#)

## **SURVEY:**

**Which aspects of today's session did you find most helpful?**







# Thank you




# Washington's New Subject Line Ruling: What's Changing

 Any **false or misleading info in subject lines** now violates Washington's CEMA law

 Penalty: **\$500 per email**, per recipient (no proof of harm needed)


 Exception: "Mere puffery" ("Biggest Sale Ever!") is okay — but **facts must be 100% true**

 Applies to any emails *reaching Washington residents* — regardless of where you send from



# Washington's New Subject Line Ruling: Impact for Marketers

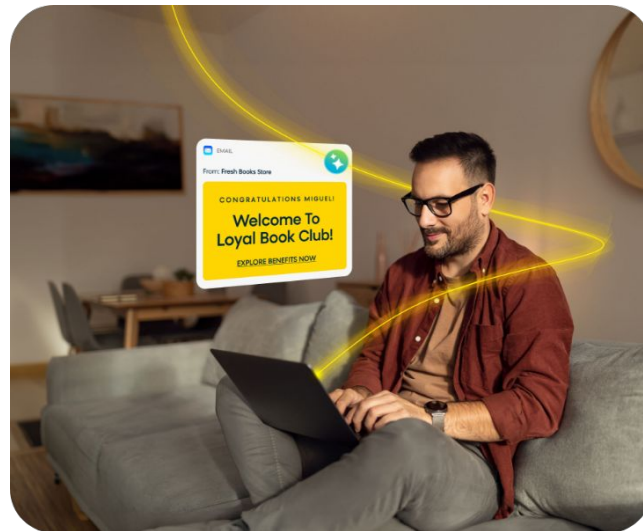
 **Huge financial exposure:** Even one campaign can trigger class-action lawsuits

 **Risk areas:** urgency claims (“Today Only”, “Ends Tonight”, “Extended”)

 **Who's impacted:**


- Brands sending promotional emails to WA residents
- Retail, e-commerce, DTC, subscription + loyalty programs
- High-volume senders face biggest risks


 *Compliance is now as important as creativity in email marketing*



# Washington's New Subject Line Ruling: Marketer's Checklist

## How to Stay Safe While Driving Results:

 **Audit subject lines** → ensure accuracy in timing and availability

 **Be truthful with urgency** → no “one-day only” claims unless exact

 **Segment Washington recipients** → apply stricter compliance filters

 **Align with legal/compliance** → review promotional claims together



# Bloomreach Named a Visionary Again by Gartner!

For the second year in a row, Bloomreach has been named a **Visionary in the Gartner® Magic Quadrant™ for Multichannel Marketing Hubs**.

We believe this recognition reflects our ability to deliver innovative, future-focused solutions that empower brands to build deeper customer relationships and drive measurable business growth.

See why Gartner recognized Bloomreach — and how we're pushing the boundaries of what's possible in multichannel marketing.

**Get the report under *Resources***, or in your inbox post-webinar!



# Join the Bloomreach rewards program

[Join the club](#) to help others make smart decisions and grow your network — all while earning great rewards!

- **Start as an advocate**  
by sharing your first insight
- **Become an evangelist**  
through consistent contributions
- **Reach ambassador status**  
with standout advocacy and leadership

Powered by **deeto**



Help us grow Bloomreach community  
and you can **earn rewards!**



YOU?



# How it works?

1. **Accept the invite to Deeto or [register](#)**
2. **Complete activities like:**
  - a. Submitting a review or story
  - b. Joining a reference call
  - c. Speaking or posting on social
  - d. Referring a peer
3. **Unlock rewards, visibility and badges**

## What's In It for You?

- Personal brand visibility
- Swag and perks
- VIP networking access
- Speaking opportunities
- Up to \$1000 in event/travel credit



**Michael Manton** 

Head of Ecommerce at Hornby Hobbies Ltd

“

Our use of Bloomreach Engagement and Discovery has transformed our customer experience, personalisation, business insights and e-commerce performance, and provides a fantastic platform for continued growth.



# Texas SB 140: What's Changing & Who's Impacted



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- **Even if you follow the US federal TCPA**, Texas adds **state-level rules & penalties**.





## **POLL:**

**You're reviewing the results from last year's holiday campaigns and notice that 30% of targeted customers didn't receive the messages due to invalid contact data or conflicting profile information. This year, you have one week before the peak period to avoid a repeat. What's your smartest move?**

