



MailSoar

Email Marketing and Deliverability Agency

MailSoar, the email deliverability consulting agency based in France, offers comprehensive assistance to companies wishing to achieve optimal deliverability and security of their email communications worldwide. They provide various services such as deliverability audits, implementation of the necessary changes and best practices, long-term support, and new setup implementations.



FOUNDED 2020



LYON, AUVERGNE-RHONE-ALPES, FRANCE



B2B

INTRODUCTION

Discover how MailSoar agency solved their problem of accurately measuring email placement and improving deliverability. With the GlockApps service, MailSoar has expanded its capabilities, significantly improving client accessibility and overall performance.

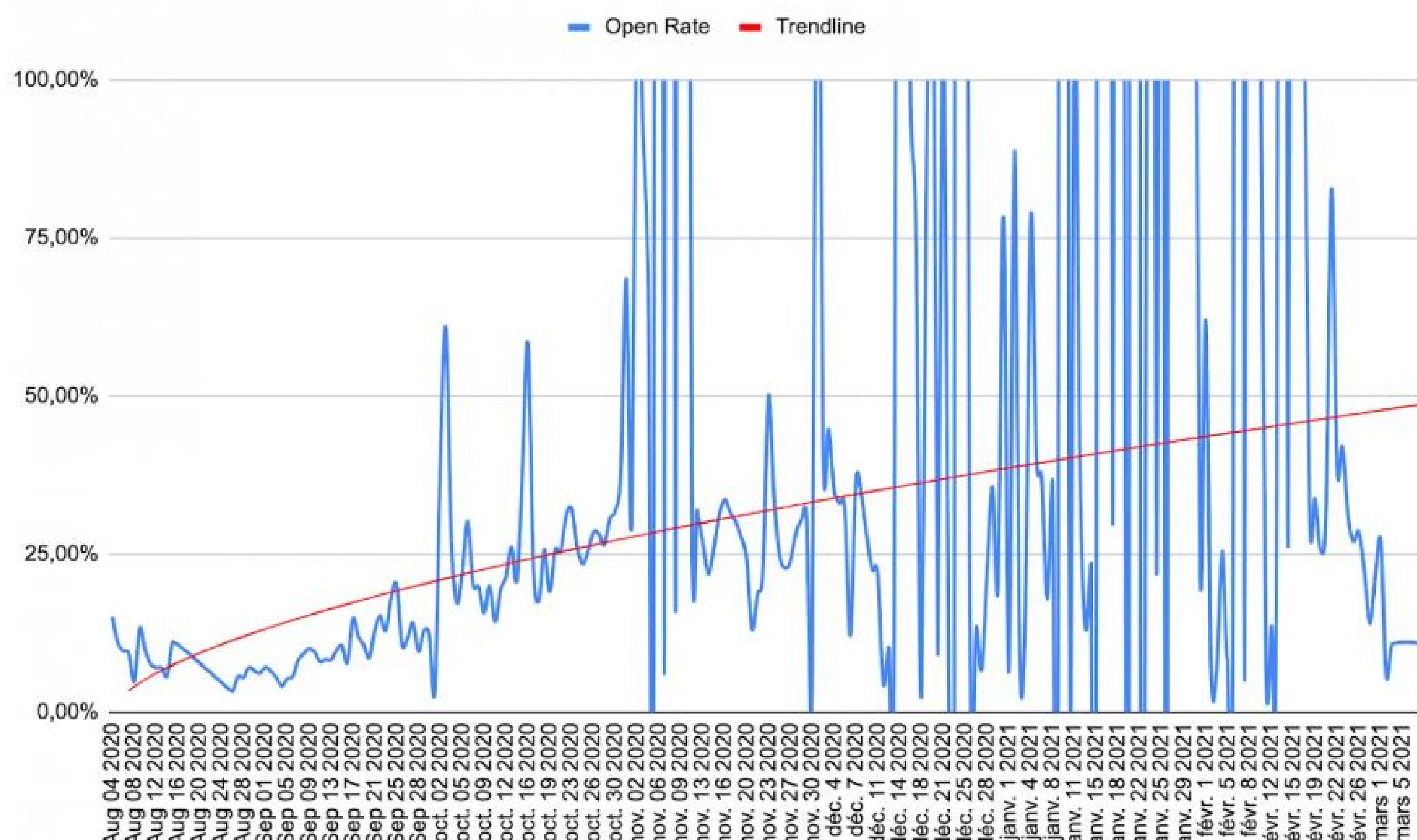
Let's explore how MailSoar used GlockApps to overcome obstacles and achieve great results.

MailSoar Successfully Solves Clients' Email Deliverability Problems with GlockApps

Ready to Boost Your Email Deliverability?

[Start Now and Get 2 Free Deliverability Tests](#)

RESULTS IN NUMBERS



Trend line showing the progression of Mailsoar clients' open rates

CHALLENGE

Finding the Perfect Solution: Accurate Measurement and Visual Data Presentation

The agency was faced with the need for a solution to accurately measure the placement of incoming messages and visually present the data to customers.

They turned to GlockApps, an excellent tool for measuring the extent of the spam placement symptoms, utilizing its features for audits and ongoing client support to assess performance effectively.

The primary criteria for choosing a new solution included providing quick visual insights that could be correlated with other signals to make decisions regarding the strategy to improve deliverability.

SOLUTION

Easy Integration and Comprehensive Inbox Placement Testing

MailSoar agency benefits from inbox placement testing services, available on both a one-time and regular basis, provided by GlockApps.

The integration process of the GlockApps solution was implemented internally by the MailSoar experts team.

RESULTS

Simplified and Improved Deliverability Analysis and Reporting for Customers

The agency noted that the GlockApps tool has significantly contributed to their operations by allowing them to pass placement tests efficiently, utilize insights for analysis, and visually present deliverability data to clients.

They found the tool to be simple and effective. As for advice to those still considering the solution, they recommend the Inbox Insight tool for significant workflow improvement.

// We frequently have cases of e-commerce clients having severe deliverability issues due to various factors. It is most often due to a lack of control over their KPIs and sending behavior. GlockApps helps us visually show the client the different places where he is landing in spam. We can then get this client to implement the changes with us more easily, as his awareness of the issue is helped by the GlockApps test.

These e-commerce clients experience a direct ROI benefit amounting to the % of emails that were in spam and are now in the main inbox, so the improvements can be extremely profitable for them. The increase can vary from 2-3X to 30/50% increase depending on how bad they are initially.



Pierre Pignault / CEO

BOOST THE SUCCESS OF YOUR EMAIL CAMPAIGNS

Try GlockApps and get 2 FREE email tests



Inbox Insight

Achieve Exceptional Delivery and Open Rates



DMARC Analytics

Protect your brand from phishing and spoofing



Uptime Monitor

Get Notified the Second an Issue Comes Up

[Get 2 Free Spam Tests](#)