

Inbox Tracker for Salesforce Marketing Cloud: Easily Deliver Emails to the Inbox

MessageBird’s Inbox Tracker for Salesforce Marketing Cloud is the most advanced, accurate email deliverability analytics product in the market.



What differentiates Inbox Tracker?

The first fully-integrated email solution to deliver real-time deliverability analytics to Salesforce Marketing Cloud users, helping you monitor and optimize your email marketing programs to get more emails to the inbox.

- **Make data-driven decisions** & increase the ROI of your email programs with better deliverability.
- **Reduce the time to find & fix poor performing email campaigns.**
- **Think and act quickly** when seconds and minutes matter.
- **Consolidate your multiple email analytics tools** by using a single, integrated platform for sending & deliverability analytics.
- **Meet your customer’s expectations** by better inboxing of important communications and permission-based promotions.

“[Inbox Tracker s] proactive recommendations on inbox delivery and valuable insights contributed to helping us reach double-digit traffic and bottom-line revenue growth within a short timeframe.”

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Capabilities



Inbox Placement Assurance

Ensure maximum inbox placement for your emails with 100+ internal checks across 30 key areas of sending programs.



Journey Campaigns

Access all of your journeys in a single view, with ability to review individual emails inside the journey that are impacted by deliverability, engagement, or SPF/DKIM authentication issues.



Real-time Monitoring

Monitor both delivery and deliverability metrics in real-time where you execute your emails in Journey Builder.



SpamTrap and Blocklist Monitoring

Mitigate risks and resolve issues before they impact deliverability and engagement rates through SpamTrap & Blocklist Monitoring.



Auto-seeding in Email Studio

Efficiently gauge real-time campaign performance with fully integrated and unlimited auto-seeding.