



# Client Journey

## Onboarding

Step 1



Main steps

## Recovery

Step 2



Receive value

## Constant Upkeep

Step 3



Keep receiving value . . .

### Client:

- Implement DNS recommendations
- Implement email template recommendations
- Ensure essential mailboxes and email templates are linked

### Folderly:

- Begin positive engagement with connected mailboxes
- Assess DNS records and provide recommendations following email deliverability best practices
- Assess email templates and provide recommendations following email deliverability best practices



### Wait for Folderly to do its magic

Depending on your unique situation, recovery can take two to three months.

Some factors that may extend the recovery time, even if they occurred in the past, include:

- High-volume email distribution
- Spam-like content
- Broken links
- A high number of broken links in emails

[Other factors that may contribute to an extended recovery](#)

### Client:

- Keep Folderly's positive engagement on for as long as you stay in touch with your contacts and customers via email
- Frequently check in with your CSM to ensure your mailbox's DNS settings, emails, and email templates are up to date and following deliverability best practices

### Please note:

**If all necessary things are not done, we're not responsible for the results and can not promise email deliverability success.**

**Keep in close contact with your CSM to ensure everything is running smoothly and working towards your goals.**