



Your Ultimate Guide to Email Deliverability

CRAFTED SPECIALLY FOR
EMAIL MARKETING PROFESSIONALS

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Introduction: An Email Deliverability Guide

Crafted specifically for Marketing professionals, this guide will help protect your inbox reputation and support your email deliverability goals.

As marketing professionals, achieving great email deliverability starts with a concrete understanding of email best practices. These best practices, if complied with, help ensure that the maximum amount of your emails make it to the inbox.

Regardless of how much the environment around us changes, these best practices should stay at the forefront of our marketing efforts, as they allow us to align with legal and regulatory compliance requirements that protect consumer rights.

In this guide, you will gain a sound understanding of these best practices to better equip you and your company with everything you need to know about email deliverability.

Once you've put these best practices into place, monitoring and measuring your deliverability will be crucial. An easy way to start is to visit sparkpost.com/deliveryindex, enter your mailing domain, and see a quick snapshot of your deliverability in weekly increments. You'll be able to check your inbox placement across all of the major inbox providers, as well as key areas impacting your inbox reputation (including blocklists, spam trap hits, and authentication elements). You can also check your competition's sending domains to see how you measure up. It's free to use, and a great way to understand your deliverability and identify possible ways to improve it.

All examples of emails in this guide have been sourced by our friends at Really Good Emails. Check out their work and more examples [here](https://bit.ly/3yEvfYI) (<https://bit.ly/3yEvfYI>)

Sending Emails Legally

 Note: This guide is not intended as a source of legal advice and these laws aren't explained in detail.

Federal laws have been created to limit abusive behavior when it comes to email marketing. These laws should be complied with. But, in an opinion shared by ourselves and the wider industry, these touch on the bare minimum – there is so much more we can do as email senders when it comes to best practices.

1. CAN-SPAM

The **CAN-SPAM** act was created to protect consumers from unsolicited emails. It applies if an email's primary purpose is commercial, or if it contains mainly commercial content. **Official guidance lists 7 sections**, which should be used as a checklist to ensure your emails aren't in violation. These requirements require organizations to: not use misleading or false header information, not use deceptive subject lines, to identify commercial messages as ads, to tell recipients where you're located, to tell recipients how to opt out of receiving future emails, to honor opt-out requests promptly and to monitor what others are doing on your behalf.

Check out more information from the [Federal Trade Commission](http://bit.ly/42eq8eN). (<http://bit.ly/42eq8eN>)


Canada's Anti-Spam Legislation (CASL)

If you're in Canada or send a Commercial Electronic Message (any messages sent in an electronic format to an electronic address. E.g. emails, instant messages, text messages etc) to Canada, you'll need to comply with [CASL](https://bit.ly/42eq8eN). (<https://bit.ly/42eq8eN>)

CASL requires senders to have implied or expressed consent before sending an email. Implied consent requirements include:

- The recipient has purchased a product/made a transactional deal with you in the last 24 months.
- If you are a registered non-profit organization and the recipient has made a donation/attended a meeting made by you/your organization.
- Your message is professional in nature and sent to

someone whose address was given to you, and the recipient has not published or stated they do not want unsolicited messages.

 Non-compliance to CASL can penalize you between \$1 to \$10 million per violation – much heavier than CAN-SPAM.

Content and Record-Keeping

CASL also stipulates that all emails must contain the sender's name, physical mailing address, phone number, and email or website address. Under CASL, records of expressed consent confirmations must be kept. When obtaining expressed consent, the default value must be unchecked and must not be prefilled.

Unsubscribes

Any message sent must contain an unsubscribe link, and unsubscribe requests must be processed within 10 business days.

GDPR

The General Data Protection Regulation ([GDPR](https://bit.ly/3JgiDvg) - <https://bit.ly/3JgiDvg>) is an EU law on data protection and privacy. If you send commercial email messages to and from the EU, EEA and the UK, and/or are located in the EU,EEA or the UK, there are four key requirements you must understand.

1. Consent

Each organization must keep records detailing the request for consent, including:

- What information was shared in the request for consent.
- When consent was obtained.
- How the recipient consented.

2. Opt-out Duration

Recipients should be able to opt-out at any time, and opt-out requests must be honored promptly. Recipients also have the Right to be Forgotten (Data Erasure), which entitles the person or organization processing or disseminating any Personal Identifiable Information (PII) to halt these actions.

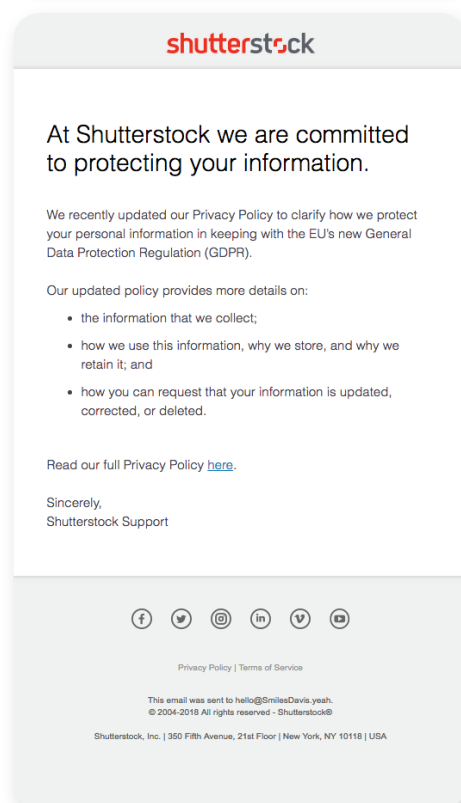
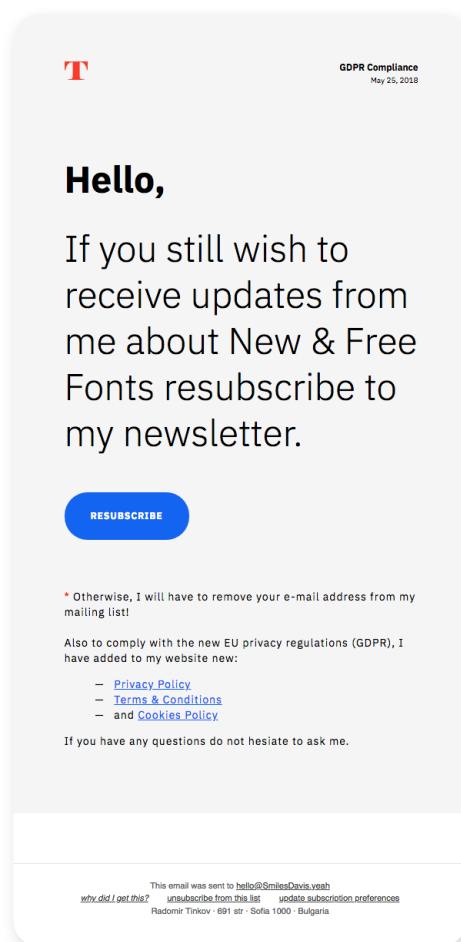
3. Penalties

Each violation can be fined up to 20 million Euros or up to 4% of the organization's total annual worldwide revenue – whichever is higher.

4. Age Restriction

Before sending commercial email messages, the sender must obtain parental consent for children under 16 years of age. Member states can lower this age to 13 under GDPR.

Here are some great examples of re-subscribe and GDPR emails which handle data protection and consent in a clear and easy to understand way.



Growing Your Subscriber Lists

Opt-in Best Practices & Subscriber Acquisition Methods

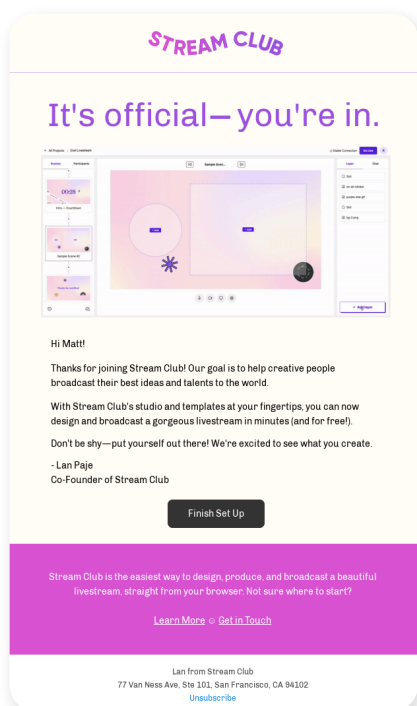
There is so much more we can do as email senders when it comes to best practices. While the legislations above are super important to follow, they do not provide sufficient guidelines for avoiding spamming and abusive behaviors as a sender of commercial email.

This document outlines the best practices we believe are essential to managing a respectful and reputable operation in the email marketing industry.

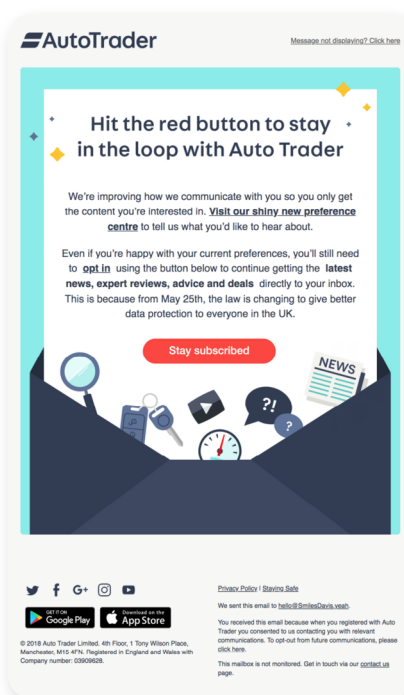
Opt-In Best Practices

These are concerned with establishing appropriate audiences for sending marketing emails, or emails with commercial content. These opt-in requirements do not apply to transactional emails.

- ✔ Use an active, positive opt-in protocol in acquiring email subscribers for your commercial or marketing emails. This can be a checkbox that says, “Yes, I would like to receive [company] emails.”
- ✔ Follow-up the active opt-in with an email to the new subscriber requesting that they confirm their opt-in. This can be an email that says, “Please confirm it was really you who signed up.”
- ✔ Promptly acknowledge the opt-in, ideally with a welcome email to the new subscriber. Setting up a triggered email is ideal for this.
- ✘ Don’t rely on any form of passive opt-in. Sign-ups shouldn’t be acquired through small print or without an option to untick the box.



Welcome emails are a really nice way of confirming things like your subscribers preferences and adding more detail to their account



Opt-in also occurs even after the subscriber has signed up. Have your preferences changed? This is a good opportunity to reach out to your audiences and update their account

Subscriber Acquisition Methods and Sources

Growing your subscriber list should be done tactfully. One way you can do this is by reaching out to people who are already interacting with you as potential/current customers.

For example:



Ask them to sign-up during a purchase.

- Transactional emails are likely already being sent for things like receipts, billing, and shipping updates, so this is a good chance to hook the buyer into subscribing to keep up-to-date with your news and offers.



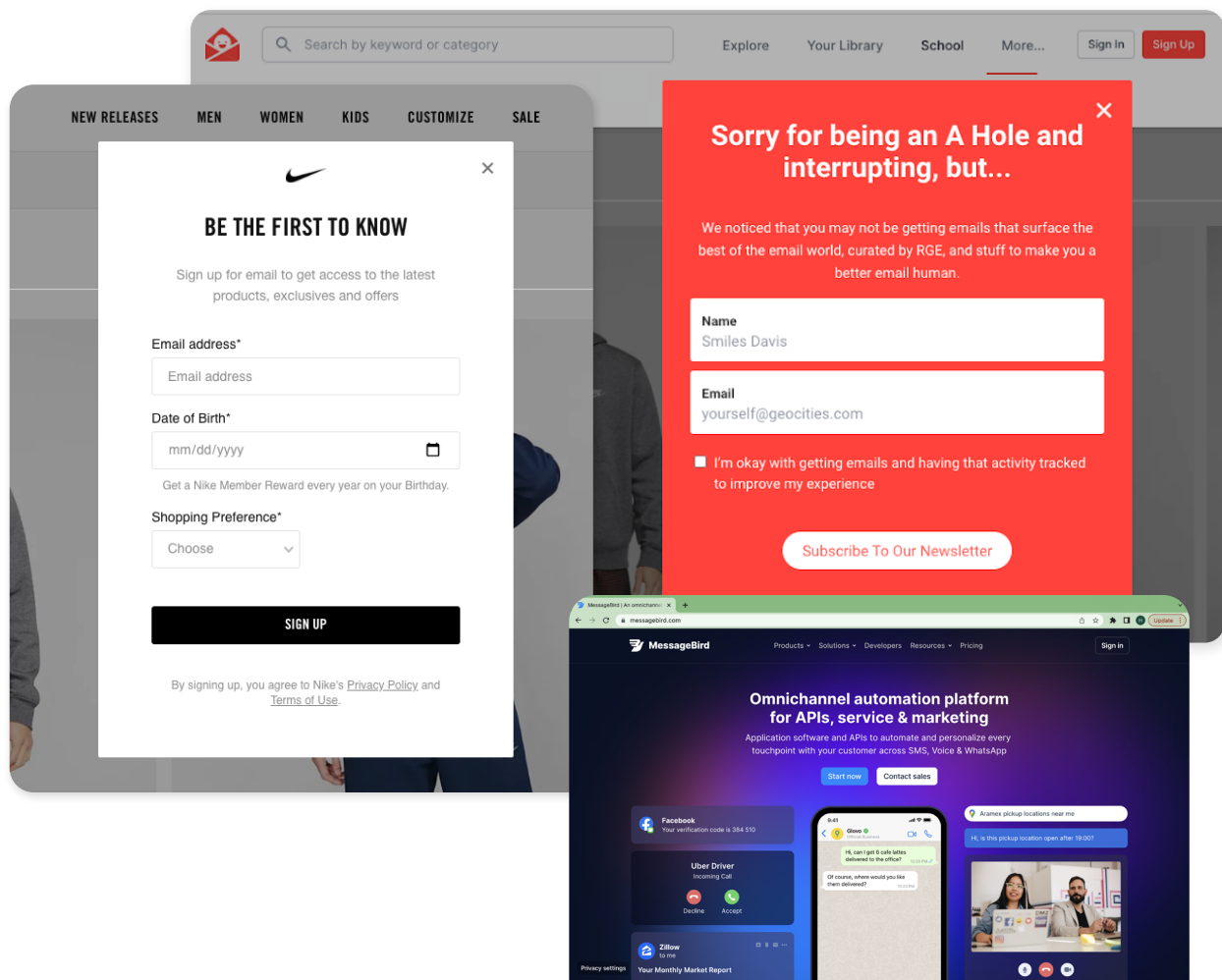
Provide clear email sign-ups on your website.

- This can be through pop-ups, lightboxes, or well placed sign-up invitations on the website. You can also add email sign-ups to your website header and/or footer.



Use your social media as an important source of email opt-ins.

- Encourage the use of leveraging your social media platform to bring in sign-ups.



List Management

How to Keep Your Email List Active & Engaged

There are lots of things that contribute to great email deliverability, but one of the most important is list hygiene. Your email list needs to be maintained for a few reasons:

- You should ensure only those who want to receive your emails are receiving them.
- If you continue to email uninterested subscribers, this will hurt your brand reputation and land you in the spam folder.
- A reliable sending schedule is crucial here, too. Your own opted-in database can grow cold if you haven't engaged with them regularly (and relevantly).

Keeping Your Email Lists Clean

Your email lists should be maintained regularly – the more active and interested subscribers that make up your list, the better. The health of your email list is as important as the emails you send, so ensure you conduct address cleansing regularly.

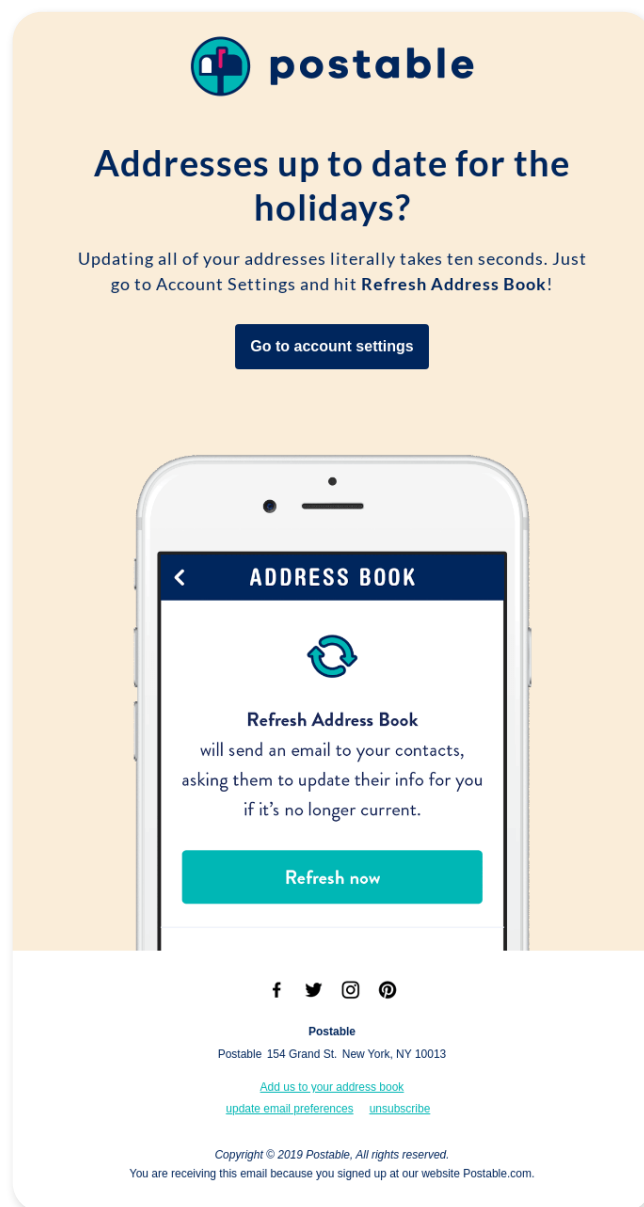
What is address cleansing?

This is where you subject all new email addresses to a basic screening to make sure they contain essential and valid elements. I.e. They keep your email list healthy.

You can do this by:

- Deciding how often you want to clean up your list. The bigger the list, the more often it should be cleansed!
- Removing email addresses that do not represent actual people (e.g. support@ or info@).
- Removing bounced and invalid emails.
- Removing unengaged subscribers.

- Making sure you use a double opt-in method for subscribers (mentioned in the section above).
- Facilitating subscribers email change of address on your website. Did you know a large number of email opt-ins are actually subscribers trying to change their email address? Find more on this later in the document where we cover opt-outs!



 Make it easy for subscribers to update their email!

Spam Traps

Spam traps are often used by inbox and blocklist providers to catch malicious senders, but legitimate senders with poor data hygiene can also end up on a blocklist (which is why keeping your data clean is important!).

Spam traps appear to look like a normal email address, but their actual purpose is to identify spammers/ organizations with bad data hygiene. Sending email to a spam trap could have an impact on your sender reputation and impact emails getting delivered to your subscriber inbox.

There are two common types of spam traps:



Pristine Traps: These are email addresses that have never been used by a real person but are spread across different websites (and usually hidden).



Recycled Traps: These are email addresses which once belonged to real people, but have been abandoned or closed for a long period of time.

Other types of spam traps you may come across include:

Typo Traps: These email addresses look like they are from a real mailbox provider, but with a difficult-to-spot spelling error (e.g. John.Smith@gmai.com). Typo traps aren't usually 'traps' because they mostly come from a real person making a genuine spelling error when signing up to your mailing list. However, if they exist in your email list, you should remove – and look to optimize and/or simplify your sign-up process.

Parked Traps: Again, these aren't 'traps' like pristine and recycled ones are. But they do behave like a trap in that they don't have real persons active behind their addresses. Domains are 'parked' at a registrar or monetization site (like namecheap or above.com). Other parked domains get 'leased out' to commercial trap providers as part of their trap networks. This practice captures similar 'un-leased' domains.

How can you avoid spam traps?

- ✓ Never buy an email list.
- ✓ Monitor new addresses on your list for activity, and remove those with no activity.
- ✓ Adopt a double opt-in process to eliminate any spam traps.
- ✓ Good list hygiene and regular pruning of inactive subscribers.

Email Content & Strategy

Every subscriber should be kept engaged with relevant and personalized email content – these emails have more impact and can lead to building stronger, longer-lasting relationships. Here are some tips and ideas on achieving a relevant email content strategy.

Engagement Reviews

You need to review your customer engagement regularly to ensure your subscribers are engaged, and adapt your content/strategy accordingly. Here are a few ways you can do this:

- **Review their behavior.** Avoid emailing any customer who hasn't opened or clicked on your emails, browsed your website in the past 90 to 120 days, or bought in the last 12 months.
- **Review their purchase and browser history.** You need to be able to see your customers' multi-channel purchase and browse behaviour/patterns in a 360 degree customer-level database.
- **Who owns your CRM database?** This is often an organization's "single source of truth" when it comes to account and contact data. It's crucial to befriend your CRM administrator to manage your email program and properly define customer segments.
- **Initiate a re-opt-in or reactivation program for inactive subscribers.** This gives subscribers the chance to re-opt-in to continue seeing your emails.

Staying Relevant

A large number of opt-outs and spam complaints are customers receiving emails they don't find relevant/of interest. Instead, think of how you can engage with your subscribers using the information you have on them.

A Few Relevancy Tips

- **Email lifecycles/journeys:** These include acquisition, welcome, activation, cross-sell, up-sell, retention, and reactivation emails. They take your subscriber on a journey depending on where they're at in the customer lifecycle.
- **Segmentation:** Target messages to specific audiences based on subscriber profile, preferences, location, their browsing or purchasing behavior, and more.
- **Personalization:** This can be anything from messages containing first and/or last name to customer age, gender, status, preferences, geolocation, account info, or social network name.
- **Triggers:** These are emails triggered by a customer action or response – e.g. a purchase, sign-up, password reminder, or saved item in basket.
- **Interactivity:** Include links to relevant items – e.g. purchase activity, entertainment, preference centers, surveys, offers, tracking links, or similar communications. These messages can be shared socially to engage the subscriber to join/sign up to the brand's social networks.

Trigger email

ユニクロ UNIQLO

YOU'RE IN LUCK!
That sold-out item you loved is back in stock.

KAWS X SESAME STREET SWEATSHIRT

GIMME

BACK BY POPULAR DEMAND

SHOP NEW ARRIVALS

SHOP WOMEN

SHOP MEN

SHOP KIDS

[FIND A STORE](#) | [VIEW CAREERS @ UNIQLO](#)

Available on the App Store

ANDROID APP ON Google Play

UNSUBSCRIBE | CUSTOMER SUPPORT
 Don't miss out, add email@usa.uniqlo.com to your address book to make sure you get our emails.
 UNIQLO USA LLC 450 West 14th St, 7th floor New York, NY 10014 | UNIQLO.COM

*Colors, styles, and prices shown may differ online and in store.

Activation Journey

Framer

You're almost there, Smiles Davis!

25%

Finish setting up the **Smiles Davis** team in Framer. You're just a few steps away from seamless collaboration on your prototypes.

- Name your team
- Upload your team avatar
- Organize your work in a folder
- Invite team members

[Finish setting up your team](#)

Need help figuring out where to start? Check out the [Framer Team Handbook](#) to find essential resources, workflow tips, and great ways to use your design system in Framer.

Personalization

wework

SETUP YOUR ACCOUNT

Hi Smiles Davis.
Welcome to WeWork!

Setup your account and download our free WeWork app ahead of your first day to get the most out of your WeWork experience. With the app you can:

- Book Conference Rooms
- Register Guests
- Reserve a Desk

[Setup Your Account](#)

We look forward to meeting you,
The WeWork team

wework

[f](#) [t](#) [@](#) [in](#)

If you have any questions along the way, we're [here](#) to help!

By activating your account, you agree to the Member Network Terms of Service and acknowledge the WeWork Global Privacy Policy
 WeWork HQ, 115 W 18th New York, NY, 10011 US
[Email Settings](#) | [Terms](#) | [FAQ](#) | [Privacy](#)

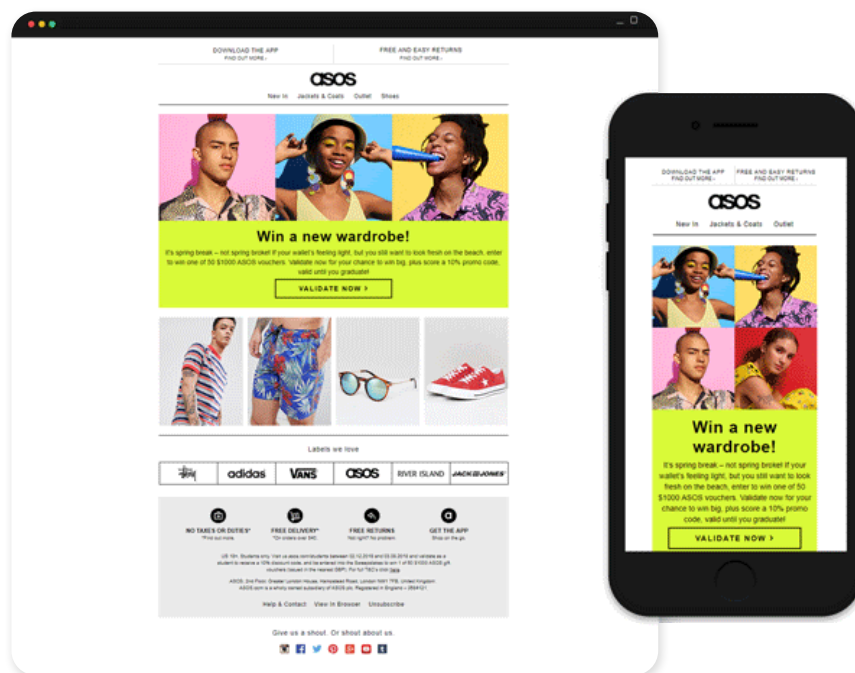
How Frequently You Send Your Emails

- Concentrate on creating relevant content for your audience instead of overwhelming your subscribers with too much email – this leads to spam complaints/opt-outs. Receiving more than four promotional/marketing emails a week could result in these emails being reported as spam.

Note: Triggered emails aren't included in this as they are often updates for shipping/receipts.

Mobile Optimization

Around 60% of email is opened on mobile devices, including tablets. There is a growing need for all emails to be optimized properly on mobile. Considerations for dark mode should come into place for mobile optimization too, ensuring your emails read properly and are accessible. Emails that aren't mobile optimized are harder to engage with and are more likely to be deleted or unsubscribed from.



List Segmentation

If you have a large customer base, list segmentation is a great way of optimizing your emails and their content specifically to their needs - based on data you have acquired from them throughout their customer journeys and interactions with you. Popular ways to segment subscribers include:

Types of preferred content based on previous interest

- Age ranges
- Previous purchases

You can segment in as many ways as you can think of, so long as you have the data to do so.

You can also bring in 3rd party apps that plug into your ESP to help here. Check with your in-house ESP champion to see which one you can bring in, and that suits your needs best.

Time Zone Optimization

It's important to try to segment by time zone for both deliverability and email strategy. You can set this up in your Email Sending Provider or using a third-party provider. You can also get insight into what time works best for each time zone and optimize it that way - this means important emails won't be missed or hidden in the inbox.

Subject Lines & Content Filters

Two of the most critical pieces in generating a high spam score are your subject line and the written content of your email. To avoid this, here is what you can do:

- 1. Avoid use of subject lines that look spammy**, as your email will undoubtedly be recognized as such by the spam filter. Phrases such as, "BUY NOW!!!" or "FREE OFFER!!" and similar phrases will be assigned points each time they are found. If you get enough points, your mail is delivered to the spam folder – not the folder where you want your email to land!
- 2. Be aware of how phrases can be grouped into different high-level categories.** These categories are then assigned points by email filtering programs. If any message gets assigned too many points (the default is usually 5.0), it gets sent to the spam folder.

Test Your Emails Through SpamAssassin













You can test your emails through SpamAssassin to view how "spammy" they are. SpamAssassin scans elements such as subject lines, headers, attachments, punctuation, spam-related text, and messaging to give a spam score. Generally, emails with a score above 5 are considered spam.

Here's a few examples:

- Mortgage email? 0.297 points
- Contains words that imply urgency or importance? 0.288 points
- Money back guarantee?
A whammy at more than 2 points.
- We have a free-to-use SpamAssassin service which gives you a good idea of your spam score.

How to Keep Your Spam Score Low

Here are a few examples of what to avoid, and what you can do instead to keep your spam score low:

- | | |
|---|---|
|  Avoid enticing phrases like "Click here!" or "Buy now!" |  Use actionable CTAs like "Check out our new arrivals" or "Download the guide" |
|  Avoid using multiple special characters in a subject line like "We have a new feature! Come check it out!!" |  Try using "We released a new feature. Come check it out!" as it will be scored lower. |
|  Avoid using all caps – it will give a high spam score and can seem aggressive. |  Show excitement through high quality imagery instead. |
|  Avoid sending image-only email as these can be marked as spam. |  Add copy around the image for the reader. |
|  Avoid adding links that look like phishing attempts. |  Use URLs behind the copy instead of part of the email. |
| |  Check to ensure your background and text colors aren't too similar. |
| |  Make sure your HTML is valid – this will be reviewed by the spam filter. |

Deliverability Tracking

You should be tracking the deliverability of your emails on a daily basis and by inbox provider. Issues identified need to be acted upon quickly. Using a tool like Messagebird, you can track your email performance across a range of key deliverability areas such as:

- Deliverability by domain and campaign
- Inactive subscriber rates
- Recent campaigns with engagement and subscriber metrics
- Inbox placement and engagement data
- Complaint, blocklist, and trap monitors
- Outlook SNDS deliverability metrics
- Google Postmaster deliverability metrics

Inbox Tracker includes additional help too, such as subject line advisors, design and analytics trackers, spam trap monitors, and help around brand protection. It monitors over 1.2 million consumer inboxes around the globe and helps organizations every day stay out of the consumer's junk/spam box.

Unsubscribes, Complaints & Feedback Loops

Here's what you can do to follow best practices when subscribers want to opt-out:

1. Make the opt-out process clear for your subscribers

This means a customer should be able to easily find the unsubscribe copy in your emails. Don't make it difficult for your subscriber to unsubscribe. What you can do is create a menu for your subscriber to select the types of email they want to opt out from – but remember they should have the option to opt-out of all emails.

2. Make the opt-out process quick for your subscribers

Any opt-out requests should be honored within 10 days and processed within 30 days. Once someone has opted out of your emails, you can't use or sell their email addresses, even to a separate mailing list.

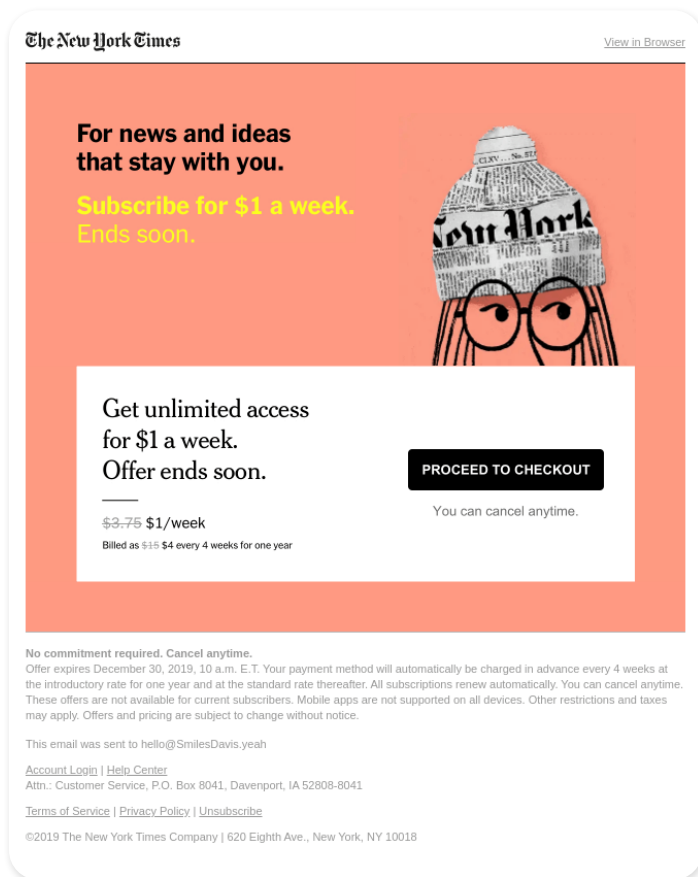
3. Enable the list-unsubscribe header in your ESP

Instead of hiding the unsubscribe in the body of your email, you can add it in the header to offer a one-click method of unsubscribing from unwanted emails instead of reporting it as spam. This is available for inbox providers like Gmail and Outlook.

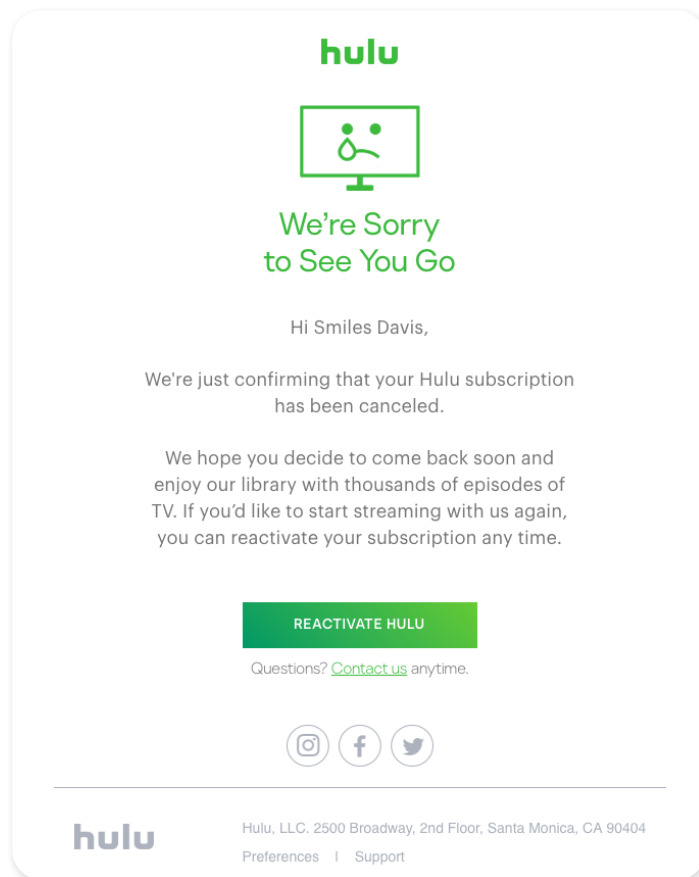
4. Help facilitate email address changes

During the opt-out process, include an option for the customer to change their email address – many opt-outs are customers who want to change their email address.

Examples of automated emails **confirming an unsubscribe**



The unsubscribe option is clearly added to the footer, using the same font colour and size, making it easy for the user to navigate to.



Here's a great example of a clear unsubscribe confirmation email.

Complaint Tracking

There are two types of complaints: **direct** and **report spam** complaints.

Direct complaints are where a recipient raises an issue with your emails as a reply, or to you or your ESP's customer services department. These should be tracked and dealt with immediately to avoid reputational damage.

Report spam complaints occur when a recipient reads an email and clicks the "report spam" button. If enough users mark your messages as spam, then your reputation at that inbox provider will drop and you may see your other messages going to the bulk folder.

You should be able to find a list of subscribers who have marked your emails as spam in your ESP. Once you do this you can export your list.

Feedback Loops

Many inbox providers provide a Feedback Loop (FBL) notification system that supplies marketers with insight into the subscribers who are clicking the “report spam” button. Usually you are automatically added into these FBL’s, but there are some inbox providers where you need to manually register for one.

Marketers are able to register an email with the inbox provider for receiving FBL reports. Each time a recipient clicks the “report spam button,” the system generates an abuse report and sends it to the provided email address. This is one of the most useful resources available to marketers in regards to gaining insight into what email behaviors are being seen by subscribers as spammy.

Outlook Postmaster Tools

Microsoft offers two different postmaster tools to help with your reputation monitoring. The Microsoft Junk Mail Reporting Program (JMRP) and Microsoft Smart Network Data Services (SNDS).

- Total number of messages that were attempted to be delivered
- Total number of recipients who actually received the message
- A look into how the Microsoft spam filters handled the messages
- Complaint rates
- Examples of headers and messages that caused high complaint rates
- You can get access to these statistics and data for your specific ESP domain. You can find these through your ESP site or contacting your ESP champion.

Google Postmaster Tools

Gmail also provides a set of postmaster tools that can be used to monitor deliveries made to Gmail accounts. These tools will indicate:

- If users are marking your emails as spam
- Whether you’re following Gmail’s best practices
- Why your emails might not be delivered
- If your emails are being sent securely

Like with Outlook Postmaster tools, you can request access to these for your ESP domain. Though there may be instances where you need to open a support ticket with your IT team to create the appropriate TXT records.

ESP & IP Reputation

Sender and IP reputations are important in determining if a sender's emails are marked as spam or delivered to the inbox. Similar to the content scoring mentioned earlier, inbox providers assign a score to a sending IP address and domain based on current and past sending patterns and behaviors.

If you're using a new IP address

Inbox providers have no information on you, which helps classify you as a "reputable" sender. One thing you can do is "warm-up" your email address before sending big email campaigns. Check your ESP help center on how to do this.

Note: If you send a low volume of email (<10,000), this isn't really needed. But if you send more than this then by best practice it should be done.



Using a dedicated IP address

A must-have for serious, high-volume senders. They give you full control over your sending reputation as data, engagement metrics and sending practices only drive that particular IP address' reputation.

If you share an IP address

Using a shared IP for your company email program is common, but before doing this, you should weigh the pros & cons.

Pros

- The volume has already been established for a long period of time.
- You can share your reputation, which means other low-volume sends can piggyback on your IP reputation.
- They cost less than dedicated IPs.

Cons

- You don't have any control over the content from the other senders on the IP.
- Shared reputation means if one goes south, yours will too.

There is an option for multiple IP addresses, but we don't recommend this as it could harm your IP and domain reputation. For most senders, using one or two IP addresses is the most appropriate choice.

Authentication & Brand Protection Practices

Confirming the authentication of the email sender is a top priority. This helps the inbox provider confirm that your email really came from you (a real person!) and not a spammer/phisher.

Three frameworks should be followed if you want to be authentic: Sender Policy Framework, Domain Keys, and Domain-Based Message Authentication Reporting and Conformance.

Sender Policy Framework (SPF)

This is where senders can specify which users can send email on behalf of their sending domain. Administrators can generate a specific SPF record in their public DNS, where mail exchanges can be used to verify the message was sent by a trusted party.

Domain Keys (DKIM)

Domain keys do two things:

1. Guarantees the sender is who they say they are
2. Guarantees the contents of the message

The sender can “sign” the message with a signature only they know, and the encrypted signature is then attached to the message and sent to the recipient. When the message arrives at the destination, the server asks the sender for the public key, which can then be used to verify the message is authentic and was actually sent by the sender.

Domain-Based Message Authentication, Reporting and Conformance (DMARC)

This was created to prevent phishing attacks and was built on top of the older two frameworks.

There are 3 parts to DMARC:

1. **DMARC gives senders the option to define how the “from domain” has to “align” – strict or relaxed.**

If the alignment is strict, then the domain match must be exact. For example, if the from address is hello@email.com, but the actual sender was hello@sender.email.com, this would be considered an unaligned email message. If the alignment is relaxed, then subdomain matches are allowed. In our example above, with a “relaxed” policy the message would be “aligned.”

2. **DMARC provides a framework to tell receivers and spam filters what to do with messages that are not DMARC-aligned.**

Through DMARC, they can publish a policy telling the inbox provider to “always delete unaligned email” or “always put unaligned email in the spam folder.”

3. **DMARC provides a reporting feature.**

This allows organizations to find sources of legitimate, but non-DMARC aligned mail, so they can fix it and ensure it is aligned.

Key takeaways

Did you know that, according to Messagebird research, inbox deliverability on average in the B2C brand marketing world is about 81%? The most important and common issues that may negatively affect your delivery are:

1. Addresses that are inaccurate and cannot be delivered.
2. Delivery to addresses that are no longer valid and have been converted to “spam traps,” giving your overall deliverability and history a negative strike.
3. Complaints or “report spam” button hits.
4. Ineffective removal of unsubscribed or undeliverable addresses.
5. Blocklists.
6. High volume or frequent delivery to low or no activity addresses.
7. Inconsistencies in list sizes and frequencies (e.g. not sending emails for a couple of weeks, but then sending every day; or periodically sending to your non-active file, such as by suddenly including non-active subscribers in large deployments, before major promotional periods). This is a common temptation that many fall for before major holidays, and it tends to end with disaster.

We’ve talked a lot about best practices to enhance your deliverability, and we realize there’s a lot to remember! But if you’re experiencing any of the above issues, here’s a summation of the best ways to improve:

1. Make sure new email addresses are verified and correct, most easily achieved by sending a confirmation email upon sign up.
2. Clean up and remove inactive subscribers, or those that have not opened an email in 3-6 months.

3. Immediately remove any unsubscribes and bounces.
4. Work up to higher frequencies, meaning that higher frequency should not be used to combat lower engagement. Instead, frequencies should be increased over time rather than suddenly.
5. Be human and treat every email you send like a real, live conversation.

In short, inbox providers like senders that have predictable, well thought through email programs that their inbox users don’t complain about. By using the best practices above and the takeaways from this guide, you should be well on your way to an improved email program with better deliverability.

There are no shortcuts!



Beware of any companies saying that you can pay them to get your email delivered. Most of the companies that have promoted such an approach are now out of business. It has been verified countless times by both Email Service Providers as well as brands and research companies that paying for preferential treatment does not get you out of the spam folder.

Congrats, you made it!

It was a long read but worth it in your quest to achieve email deliverability greatness. We’re sure it feels overwhelming, and there is always more to learn, but that’s why we’re here. Our resident email experts are on standby, waiting to help take your email deliverability game to the next level. Get in touch with us anytime, we are always happy to chat!

Drive ROI With Better Deliverability Analytics & Inbox Placement

Did you know that around 20% of permission-based emails never reach the inbox because they're filtered as spam/junk? And even a 1% drop in emails reaching inboxes can greatly impact your bottom line. Deliverability may not be the first thing we think about, but it's one of the most important – so much revenue can be lost at this stage!

Make every email count with Inbox Tracker. Maximize your ROI and email program success by offering deliverability insights informed by **the most accurate data sources** on the market – all in an intuitive and easy-to-understand platform.



Track Your Email Program Performance

- ✓ Inbox placement
- ✓ Deliverability by ISP, domain, and campaign
- ✓ Inactive subscriber rates
- ✓ Average time to receive by domain and ISP
- ✓ Detailed deliverability insights
- ✓ Complaint, blocklist, and trap monitors
- ✓ Recent campaigns with engagement and subscriber metrics
- ✓ Outlook SNDS deliverability
- ✓ DKIM & SPF monitoring

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"Messagebird is a game changer; an unparalleled advantage for those who use it."

Paul Kincaid-Smith
EmailGrades

”

Messagebird also offers enhanced features such as:

- **Reputation Advisor**
Checks key elements of your program across five critical areas to alert you to any underlying issues with automated reporting.
- **Subject Line Advisor & Subject Line Predict**
Uses your own customer data and campaign history to help highlight highest performing emotional themes over time, how character length is impacting performance, and reviews and compares the highest performing words and phrases.
- **Brand Protection**
An all-inclusive authentication reporting platform that ensures optimal configuration and protection against phishing attacks.

Messagebird is the most comprehensive deliverability suite on the market. See for yourself how it can power up your deliverability and help uncover missing revenue.



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