

Email Deliverability Cheat Sheet

Deliverability is the ability to get your emails into your recipients' inboxes, *not* their spam folders.
Here's how to improve it:

AUTHENTICATION IS KEY

SPF



Sender Policy Framework

Tells email providers which servers are authorized to send emails on your behalf.

Example:

v=spf1 include:
_spf.google.com ~all

DKIM



DomainKeys Identified Mail

DKIM adds a digital signature to your emails, verifying they weren't altered during transit.

Example:

DKIM record, complex,
usually generated by your ESP.

DMARC



Domain-Based Message Authentication, Reporting & Conformance

Specifies what to do with emails that fail authentication and provides reporting.

Example:

v=DMARC1; p=quarantine;
rua=mailto:
postmaster@yourdomain.com



BUILD A STRONG SENDER REPUTATION

- Avoid sudden spikes in email volume; gradually increase sending as your reputation grows.
- Use a separate subdomain for your open/click tracking to separate your sender reputation from that of your ESP to improve deliverability.
- Use email warmup to increase the ratio of replies to sent emails to build up the reputation of your sender/domain.
- Aim for a bounce rate below 2% and run deliverability tests if you see spikes above 5%.
- Each email provider (Outlook, Google, etc) filters emails to spam differently. Make sure to monitor how your emails perform when sending to each and segment your lists accordingly.
- Setup Google Postmaster Tools to monitor your domain/IP reputation and spam complaint rates. Keep this rate below 0.1%.
- Engagement is Crucial: High open rates and click-through rates tell mailbox providers that your emails are wanted.
Example: A good open rate is 20-25%, and a good CTR is 2-5%.



Tip:

Regularly clean your email list to remove invalid or inactive addresses.



Tip:

Ensure your emails are relevant and provide value to your subscribers.

LIST HYGIENE BEST PRACTICES



DOUBLE OPT-IN:

Require users to confirm their subscription.

Example: A user signs up on your website, you send them a confirmation email with a link:
"Please click here to confirm your subscription."

REGULARLY CLEAN YOUR LIST:

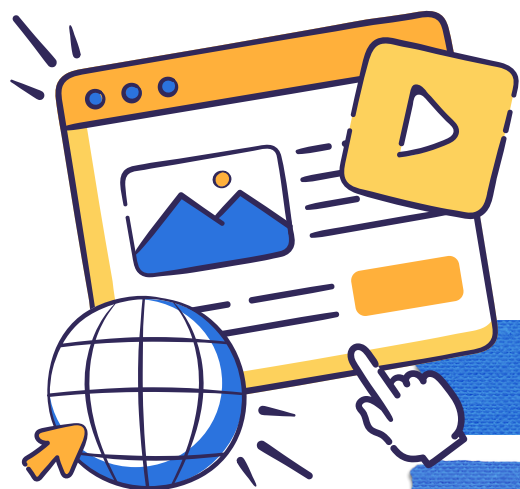
Remove:

- Hard bounces
- Soft bounces
- Inactive subscribers



Tip:

Send a re-engagement campaign before removing them:
***"We miss you!
Do you still want to hear from us?"***



CONTENT IS KING

(AND IMPACTS DELIVERABILITY)

Relevant and Valuable Content.

Avoid Spam Trigger Words.

A/B Test Plain Text vs HTML Emails

Use Engagement Focused Campaigns to Improve Deliverability.

Balanced Image-to-Text Ratio.

Clean HTML Coding.

Mobile-Friendly Design.

Try to maintain
60% text
to 40% images.

Personalize
your
messages!

Emails should be
600-800 pixels
maximum width.

Send emails that
your subscribers
want to receive!

ALWAYS BE WILLING TO **Monitor and Improve**



Track Key Metrics:

- ✓ Open Rate
- ✓ Click-Through Rate (CTR)
- ✓ Bounce Rate
- ✓ Spam Complaint Rate
- ✓ Delivery Rate

IT'S BEST PRACTICE TO:



Run inbox placement & deliverability tests monthly to proactively monitor the health of your email infrastructure and stay ahead of any deliverability problems.



Before sending a campaign, test it with different email clients (Gmail, Outlook, etc.) to ensure it renders correctly. Tools like Litmus or Email on Acid can help!



Use Google Postmaster Tools to check spam complaints received on dates that you have sent campaigns to understand how users feel about your emails at an individual campaign level.