

EMAIL DELIVERABILITY CHECKLIST



Infrastructure

Use dedicated IP address

This way, the deliverability is not influenced by other companies using the same IP address

Use different IP addresses for different email types

If the reputation is separated, unsuccessful marketing campaign does not influence the deliverability of important transactional emails

Warm-up your IP address

It is advised to send emails in smaller doses at the beginning to warm-up the IP address

Secure your servers with TLS

Transport Layer Security encryption protects the email from being read by unwanted parties

Authenticate your email

SPF, DKIM and DMARC protocols help to authenticate the sender identity

Subscribe to feedback loops

Feedback loops allow the sender to react to spam complaints immediately. Make sure your email provider is using them.

Set up postmaster@ and abuse@ addresses

It is a best practice to have these email addresses and check them for complaints and issues

Use domain that is able to receive email

A valid MX record associated with the domain means that the domain is able to receive emails - otherwise it may be blocked by some ISPs



Sending behavior



Never purchase emails

Purchased emails can considerably damage your sender reputation. When it comes to contact lists, aim for quality, not quantity.

Always have consent

All the contacts in the email list should have agreed to receive the exact type of messages you are sending to them

Don't be afraid of unsubscribes

The unsubscribe process should be as easy as possible - if people are not interested in your emails, you don't want them in your email list

Use double opt-in

Double confirmation ensures that everyone on the list gave a consent

Be consistent

The email campaigns should be sent with regular frequency and volume



Be careful about spam complaints

You should keep an eye on the number of spam complaints you receive and adjust the sending behavior if it is too high

Avoid being blacklisted

Your email address shouldn't be present on any known blacklist

Remove the hard bounces from your list

Hard bounces are emails with permanent error so it is useless to contact them again

Treat the soft bounces correctly

I try to resend to soft bounces and remove them from my list after several unsuccessful attempts

Keep an eye on the engagement

It is good to regularly check the engagement to spot any deliverability or performance issues

Get rid of inactive subscribers

The list should be kept clean from fake emails and people who are no longer interested





Verify your list

Email verification tool helps you to remove all the spam traps, hard bounces, typos and duplicates from the email list

Be careful with the re-engagement campaigns

It is advised to use separate IP address for re-engagement campaigns as these tend to have low engagement and high spam complaints ratio

Content



Format your email properly

The clear HTML code, available plain text version, no spelling mistakes, moderate punctuation...all of this can positively influence your email deliverability

Balance the image and text ratio

Too many images can be considered a spam by the Internet Service Provider



Segment and personalize the emails

Personalization improves the engagement and enables the variation in the emails

Limit risky words

There are certain words that are usually associated with spam emails - try to avoid them as much as possible

Link to quality sites

Low-quality outbound links can lower your reputation



Don't use link shorteners

Link shorteners are often used by spammers to hide the real URL they are linking to

Avoid deceptive subject lines

If the subject line doesn't meet the expectations, the user is much more likely to mark you as spam

Verify your email list with
EmailList✓**verify**