

Email Deliverability Best Practices



Email marketing is considered to be one of the most effective ways to engage your customers and boost conversions. To do so, you must ensure your emails are delivered to their inboxes and contain engaging content. Use these best practices to improve your email deliverability and leverage email as a hyper-growth channel for your business.

Understand and improve email deliverability

Email deliverability is the rate at which your email lands in your recipient's inbox. Even if the email is delivered successfully, it might end up in a spam folder instead of the recipient's inbox, resulting in poor deliverability.

Several factors impact email deliverability, including the reputation of the sending domain, infrastructure reputation, and email content. To improve your email deliverability, consider taking the following steps related to each factor.

[Learn More](#)

Warm up your account

When using a new email service provider for the first time, it is essential to warm up your sending IP before sending emails.

Warming up your domain includes sending a low number of emails initially and then gradually increasing the number of emails sent from a new domain or sending IP.

This allows internet service providers (ISPs) to identify and analyze your sending patterns and see that the IP address is used responsibly. Delve deep into warming up your account.

[Learn More](#)

What's next after warming up?

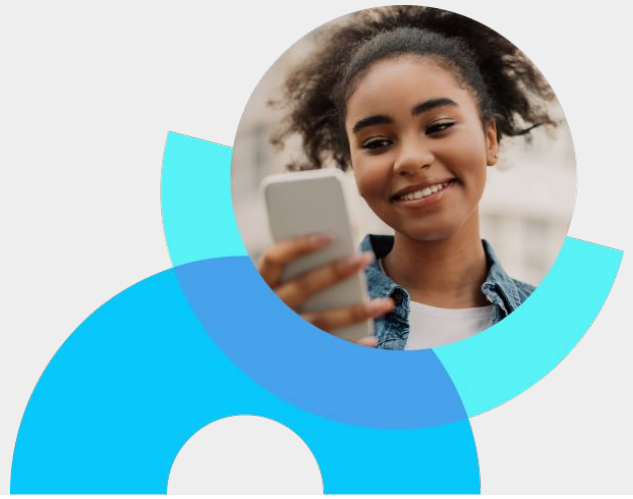
Once you finish warming up your domain, you can set up fully functional email campaigns to engage your audience.

Some steps include

- Building a schedule
- Nurturing disengaged audiences
- Segmenting the audience effectively
- Following email marketing best practices
- Tracking and continuous improvement

[Learn More](#)

Email Deliverability Best Practices



Lower your spam complaint rates

The percentage of recipients who mark an email as "spam" or "junk" out of the total number of emails sent is called the spam complaint rate.

A high spam complaint rate can seriously affect your email deliverability which could take you months to fix. Your account could also get temporarily suspended if it has a high spam complaint rate.

This article will help you reduce your spam complaints using a few simple practices

[Learn More](#)



Why do some test emails land in spam?

Have you noticed that your test emails are landing in the spam folder? If this is the case, there's a chance that your actual emails might also be delivered to your customers' spam folder.

This could be caused by the content of the test email or other technical issues. Understand the most common reasons why your test emails might be flagged as spam and effective ways to avoid it in this quick read.

[Learn More](#)



How to fix your sender reputation?

If you are still experiencing low email deliverability rates despite implementing the best practices, it's possible that your sender reputation has been significantly impacted.

You must immediately address this issue and ensure the healthy deliverability and reach of your email campaigns.

Learn about the common causes of damage to sender reputation and how to fix them quickly in this brief article.

[Learn More](#)

Email Deliverability Best Practices



Once you have effectively implemented these best practices, you will observe an improvement in your email deliverability and other email metrics. Use these benchmarks to see how your email marketing is performing in comparison with others in your industry.

Industry	Average Open Rate	Average Click through Rate	Average Hard Bounce	Average Soft Bounce	Average Unsubscribe Rate
Agriculture and Food Services	23.1%	3.1%	0.40%	0.61%	0.23%
Beauty and Personal Care	16.5%	1.8%	0.25%	0.32%	0.3%
Computers and Electronics	21.4%	2.1%	0.45%	0.8%	0.27%
E-Commerce	16.2%	2.01%	0.21%	0.25%	0.27%
Education and Training	32.4%	2.85%	0.29%	0.54%	0.21%
Financial Services	28.57%	1.26%	0.55%	0.34%	0.29%
Games and Sports	29.44%	3.44%	0.37%	0.44%	0.20%
Health and Fitness	21.42%	2.83%	0.31%	0.40%	0.36%
IT and Software	23.1%	2.12%	0.40%	0.43%	0.27%
Media, Marketing, and Advertising	23.9%	3.12%	0.21%	0.28%	0.18%
Real Estate, Design, and Construction	18.97%	1.68%	0.41%	0.59%	0.28%
Restaurant and Dining	24.01%	1.47%	0.32%	0.51%	0.31%

**Data compiled from multiple industry reports*