

Email Delivery Best Practices

When you send a marketing email, your first objective is to ensure that your recipients actually receive the message. Follow a few tried-and-true deliverability best practices.



What is Email Deliverability?

Email deliverability is the percentage of emails that actually reach the intended recipient's inbox.

The Impact of Spam

Spam emails—unsolicited emails sent out in mass—have a big impact on deliverability. It's the most obvious metric that mailbox providers use to identify emails users don't want. When your emails are identified as spam, future emails can be filtered to junk folders or blocked entirely.

Factors that Affect Email Deliverability

Sending Emails Too Often

Monitor the number of emails you send and avoid sending too many emails over a short period of time, especially to customers who rarely engage.

Implement a Sunset Policy

Avoid bombarding unengaged recipients with more communications and consider removing them from your email list or finding a better re-engagement method.

Segment Your Audience

Divide your audience into groups based on set criteria. These include behaviors, history, interests, geolocation, etc. Then tailor your campaigns to each segment.

Quality of Content

Write a compelling email that's personal to each recipient and include images and other identifying information that make your emails easily recognizable to the recipient.

CAN-SPAM Act

Stay compliant with legislation requirements governing commercial emails, including the CAN-SPAM Act, which establishes the requirements for commercial emails and gives recipients the right to stop receiving your emails.

Follow these email compliance tips:

- Don't use false or misleading header information
- Don't use deceptive subject lines
- Identify the message as an ad (if it's an ad)
- Tell recipients where you're located
- Tell recipients how to opt out of receiving future marketing email from you
- Honor opt-out requests promptly
- Monitor what others are doing on your behalf

Learn more about the factors that impact email deliverability and ensure that your audience receives your marketing messages.

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