Bulletproof Strategies
For Email Deliverability

Email Deliverability is one of the biggest challenges faced by email marketers. All efforts put into designing, creating and executing the campaign go down the drain if your email doesn't reach its desired destination your prospect's Inbox.

Regrettably, most email marketing businesses become unsuccessful mostly because of one reason poor email deliverability.

Did you know that almost 62% of email marketers find improving email deliverability a struggling challenge?

Improving email deliverability ensures that mails reach maximum number of prospects. However, many marketers fail to comprehend that they are not sending a mail to a single person, but to hundreds of recipients at once.

Being an email marketer, if you want 65% deliverability rate from your email campaigns, then email marketing is not meant for you. Most marketers are happy even when more than 35% of email bounce or are marked as spam. You can definitely do more than this!

Email marketing gives you an amazing opportunity to reach out to thousands of prospects and customers at one go. It is cost effective and highly efficient mode of communication. Apart from simply promoting your products or services, email marketing is a quick and easy medium to send:

- Weekly or monthly newsletters

- After sale follow-up

- Special announcements

- Invitations for events

- News

Even though this sounds like the best marketing channel, you need to be extremely careful being marked as spam will definitely harm your business reputation beyond repair.

If you rely on bulk email marketing to sell your products and services, email deliverability is therefore an area of concern. You have to ensure that your email isn't lost before it reaches the intended inbox?

There may be various reasons for the email delivery failure, which puts your marketing campaign on the back foot.

- **Spam**
  Mail gets treated as a spam

- **Permission**
  Sending mail without verifying whether the person getting it is the one who subscribed for it or not

- **Outdated list**
  Sending mails repetitively to the same address that has bounced 2-3 times earlier

- **HTML Campaign**
  Sending HTML messages that have less chances of getting delivered as compared to plain text

- **Attachments**
  Sending mails with attachments

The only good thing about bounce back messages are most of the time you get a message that your email has not reached the email addresses and has not been delivered. This gives you ample of scope to take appropriate action.

Here are few essential solutions to this major challenge of email deliverability

Deal with bounces Hard bounce & Soft bounce

Any email that fails to reach a recipient's inbox and is returned to the sender (for any reason whatsoever) is known as bounce. It can be due to the following technical reasons:

- ISPs of the mails are blocked and sent back to the sender's server

- Mails are detected as spam and sent to the junk folder

- The mails are too big or have too many images

- There is no space in the Inbox and will be delivered once there is enough space

Handling bounces improves the list accuracy and ensures better deliverability. Keeping dead contacts in the retention list (your in-house list) is not a nice idea. Remove email addresses that are dead, invalid and not worth keeping in your list. The best way to decide to remove an email address is if an email fails to reach at a particular address consecutive three times within 45 days (in a gap of 15 days),you can remove it..

Update the list

Keep your list clean and fresh by updating them every month. Out of all the contact details, email addresses are prone to decay soon. People change jobs, ISPs and thus 3-4% of data decays every month. Using the same outdated list again and again brings nothing but blacklisting, poor deliverability, bad reputation and more problems.

Spam Scan

Scan each set of emails you have prepared for your target audience before sending them. There are devices and tools to check the quality of your emails in terms of spam score. With this score you can know about the trouble-making portions of the email and correct them.

The problem can be with the content containing spam words, images, etc. Improving your message based on the spam score helps you to reduce bounce rate and improve email deliverability.

Say 'no' to bulky and too many images

Most ISPs block images to protect their service users from spam emails. You should also avoid using symbols instead of proper names in the 'From Name'.

Increase content relevance

Email marketers hate spam since it costs them marketing dollars and creates an

extremely bad impression on their business. The best way to increase your deliverability is to follow these simple steps:

- Send relevant emails to people who want to receive your emails

- Follow bounce management system

- Create a spam cheat sheet and always abide by it

- Avoid using heavy files, JavaScript, flash, embedded graphics, pornographic materials, etc., in your emails, as you will surely be spam blocked

- Avoid ALL CAPITAL LETTERS, excessive punctuation, symbols like "click here," $$, and other symbols in the email content

Some Misleading Beliefs about Email Deliverability

Myth 1:

Once authenticated by ISPs, you can easily pass through the spam filters and reach Inbox. If there is any problem with ISP there is a 'Bat Phone' to call.
Fact: Authentication is just one step and there is nothing as a Bat phone.

Myth 2:

Stay away from spam words like Free, Viagra and you can impress the ISPs.
Fact: Your online reputation has the upper hand than the content. You shouldn't ignore the content either.

Myth 3:

A person who has once given permission can never mark your email as a spam.
Fact: Opt-in contacts are more unlikely to report you spam. However, ask yourself when did you last ask for their permission? An email list needs to be updated every month and that includes sending permission emails to each one of your contacts.

Myth 4:

My emails are CAN-SPAM compliant thus far away from being considered as spam.
Fact: CAN-SPAM compliance is important but reputation still plays a major role in

email deliverability.

Myth 5:

Any email that is abusive, unsolicited and contains mature content is spam.
Fact: Unwanted and untimely emails are also considered as spam by email recipients even those who have given you permission.

Myth 6:

Double opt-in reduces my list size.
Fact: Seeking permissions to prospects time and again who already have given you permission once, builds trust.

Myth 7:

Sending emails in bulk that is to thousands of people is the mantra.
Fact: Bulk email can create suspicion and spam complaints. It's the quality of the message that matters and how to engage your customers.

Myth 8:

I have purchased a list from a genuine source; I don't need to send permission email to them.
Fact: The principle of permission has nothing to do with new or old list. Email should only be sent to those, who have given you permission.

Cyber gurus from all across the world are working together to come up with a definite solution to increase email deliverability. Track your delivery rates, test for spam filters and ISP blocking, before you dispatch your email. You need to completely focus on email deliverability in the best possible ways. Contact us if you want to improve your email deliverability.