

All About Email Deliverability



Email is often the only tool we have to communicate in the midst of a crisis. But if you're sending to more contacts than normal, more often than normal, your deliverability could be compromised, costing you time and resources.

Deliverability problems lead to blacklisting, a ruined reputation with ISPs, and more, all of which will limit your ability to send.

In order to prepare you to excel in today's shifting landscape—and in any other crisis—we've created this deliverability checklist. If your email program and specific messages don't meet these criteria, you put your deliverability at risk.

Technical deliverability checklist:

- You've set up feedback loops with ISPs to record any users that mark your email as spam, allowing them to be removed from your list.
- You've authenticated each sender using SPF and DKIM.
- You've set up DMARC on your sending domain, and taken the time to review and optimize it.
- You've ensured your ESP throttles email sends based on ISP SMTP response codes and optimizes mail to send at the correct speeds and rates.
- If you have ongoing sends to lists of greater than 100,000 contacts, you've set up a dedicated IP for faster sends.

A Simplified Deliverability Checklist



Before every send, make sure your message complies with these best practices to protect your deliverability:

- You are within your normal send volume.
- Your intended list size is consistent with your average number of contacts.
- You've created segments and excluded any contacts who have not engaged in the last 9-12 months or who have not opened your last 10 emails.
- You've removed contacts with no email address, hard bounces, opted-out and unsubscribed contacts.
- You've optimized your 'From' field and remembered to configure the address so contacts can reply.
- When applicable, you've used the 'Send More' feature from Vuture that deduplicates at the time of send and enables you to send to multiple, large lists.
- You've included links to unsubscribe and change preferences to limit spam complaints.
- You've personalised content based on a user's engagement.
- You've implemented reCaptcha on sign-up pages to prevent bots.

Follow these best practices and your email is far less likely to experience disruptions.

You'll continue to communicate with clients, prospects, personnel, and alumni as usual, helping you navigate this new terrain with confidence.