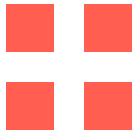factors affecting email
DELIVERABILITY

Factors that affect email deliverability

Email deliverability is all about getting your emails to the recipient inbox. Certain factors promote this by acting as a catalyst while some hinder the particular aspects of mail delivery. These critical elements increase the chance of your emails getting into spam folders. Know about the core issues of deliverability and then leap into it. Make sure to exclude unnecessary entities from your regular email template. Do not change your template so often. Keep it clean and allow unsubscribes of uninterested users. Because delivering is everything!

Table of content

Your subject line is your life line

Your subject line is the gateway to your recipients, and they will enter only if it's non-spammy, good, demanding attention. Few things you need to keep in mind while framing a subject line,

1.   The subject should be short, descriptive, and informative

2.   Never use a word that generates ambiguity. Let it be clear and personalized.

Note: *We suggest you avoid subject content containing phrases, symbols, and words:*

Avoid these words	Why you have to avoid?
Re, fwd, oh!	Creates urgency in the mind of the reader. Tricky set of words.
Donate, HELP HELP!, Offers	Creates urgency in the mind of readers. Tricky set of words.
FREE FREE, DISCOUNT	These words will directly take you to spam folders. Please, avoid them always.

Pricing, cash, make money	Purely transaction related words. We support marketing emails only.
Viagra, Dating, Find singles	Words related to sex and pornography.
Double your income, extra income, part-time jobs, promise, satisfaction, work from home.	Stop hiring people through email marketing services. This is not product promotion
100% free, 50% off, buy now!, never seen before sale.	Please avoid these fake promises. Stop looking like advertising banners.
%, $, !!!, ????, ..., !!??	Avoid using punctuations in subject lines
HAPPY DINING, CHEER UP, SEASON SALE	Using all caps in subject lines will catch the attention of spam filters too.

Spam laws - Stick to it

To reach the receiving mail server without difficulties, you need to follow certain data hygiene. The CAN-SPAM laws govern the semantics and procedures undertaken in the commercial email world. To set up a robust and perfect framework for your email campaigns, perform these routines

Transmission of data

Email spoofing and open relays are the most unwelcome attributes in data transmission. Email spoofing has fraudulent sender address, and it is aided by Trojan horse virus too. Whereas, open relays are spammer's ideal tool that lets many senders reach out recipients.

These kinds of false headers (a type of spoofing) generate a huge sum of spam complaints. This applies to all the senders. Do not use this fraudulent transmission technique.

Unsubscribe mechanism

Always include the unsubscribe link in your email. It sends the indirect message to the users that you are not a spammer. The liberty to decide between subscribing and unsubscribing is not only CAN-SPAM policy but also a good email marketing setup. Position it such a way that the users see the unsubscribe link clearly. Never try to hide or avoid the unsubscribe link as it would increase nothing but only spam complaints.

Spam complaints, the baddie

Every time, an email recipient moves an email to the spam folder or hits the junk button, it becomes a spam complaint. Maintaining an extraordinarily low spam complaint rate is essential for success in deliverability.

Authentication - what's in it?

Authentication is even more prominent than spams and stuff. Bosses of email authentication, namely, SPF records, DKIM, and Sender ID would preserve the reputation of your domain.
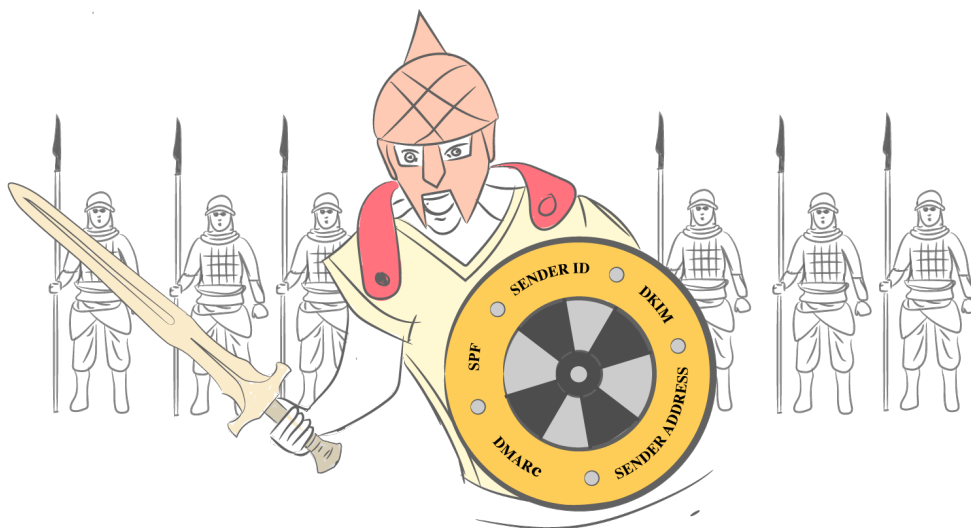
Sender Policy Framework (SPF)

Every email you send traverses the underlying basics of SPF policy to reach its intended place. Your campaigns have to match the criteria setup by their policy. If not, your campaign will be blocked and will not reach the mail server of the receiving side itself. So, to penetrate the wise walls of ESP, follow the standards of SPF.

DKIM

Here, in Domain Keys Identified Mail (DKIM), your DNS (Domain Name Space) records which you send along with the email are tracked down. Although spam complaints are reduced by blocking the mail before it reaches the recipient, it would spoil the reputation of your IP.

Sender ID

Sender ID does the same job of matching the DNS records with the mandatory elements of ESP (Email Service Provider). But, watch out for the minor differences between a sender policy framework and sender ID.

Default message destroys deliverability

Check the content you are sending it in the campaigns as the inclusion of default message content cannot be approved. And, trying to send it to all your contacts would seriously dampen our IP's reputation. With all due respect, we suggest you include your content before submitting it for review.

Inclusion of images

Using image for aesthetic purposes is one side of the coin. But, on the other hand, the number of images you use on a single email is crucial when it comes to deliverability. It will be considered as an error when there are no images in your marketing email. Even using a single image is deemed to be a dreary scenario where getting your campaign approved is impossible. Know the limitations of an email image and then design according to it. Because the response of the image can vary a lot from user to user. Always keep in mind, usage of images should complement the content.

Studies have shown that one out of two email recipients don't see the image(s). The preview pane view also interrupts and make way to false open rates. So, to accelerate your campaigning growth, remove images that don't make any sense. Send the right amount of pictures and follow minimalism as much as possible.

Five golden rules for adding images

1. Never include a crucial message within images
2. Never add a larger image file (do not exceed 3 MB) in your emails.
3. Never leave empty spaces and irritate email recipients.
4. Use one-third of the total space for images
5. Never send an email having only a single image in it.

Have your home!

Sending emails from a public domain will make you anonymous. Sender address of yours should not be from a public domain because there is a high possibility for your campaigns getting landed in the spam folder. Send campaigns from your domain so that it will be easy for the users to recognize you. Nowadays, spam filters would immediately block your campaigns before it gets half way when the company's information is unclear in the email address. The company information you provide should be genuine.

Note: *Don't send campaigns from unregistered domains. Avoid one to one communication. Spam filters are getting smarter day by day!*

Give some time - expectations works

Sending campaigns to the same list is legitimate. There is nothing wrong in it. But, the time interval for sending campaigns is crucial in email deliverability. Finding the perfect time for engaging your contacts is not that easy. Strike the rod when it's hot!
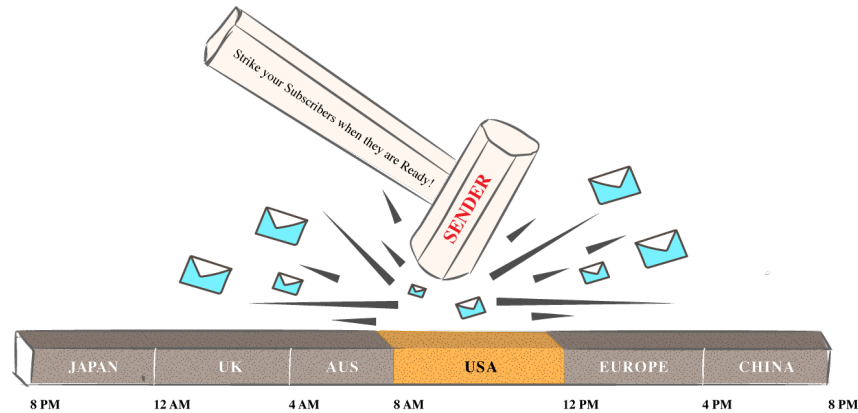
The frequency of emails - Trust us on this!

1. Consistency matters a lot. Send steadily.
2. Engage with a single list for a maximum of two times in a week.
3. Keep an eye on your report section, always.
4. Only a spammer sends two emails for the same person on a daily basis. Research a lot before clicking send

Note: *Unsaid formula: Low open rates + ISP monitoring = Entry to JUNK folders*

Concept of blacklisting

Blacklisting refers to the act of blocking IPs, domain lists, and email addresses retributory to the course of action the sender has done. Using this, the emails going into the spam folders are stopped. Sometimes, the effect of blocking may affect the interconnected domains too. Blacklisting is neither good nor bad.

Certain things you do by mistake gets both of us into trouble. Probably, to explain them all is arduous task. We'll try to explain some of the wrong deeds you do and about the concept of blacklisting in brief.

Mistakes you make - 1

Sending campaigns to uninterested contacts. This would increase abuse complaints and also there are more chances for your domain to become dormant.

What should be done?
Send campaigns to interested contacts, and to those whom you engage in person. Once, trust level becomes optimum, approach them without hesitation. Never get lost from their sight.

Mistakes you make - 2

Jumping in to the world of email marketing without knowing about the dark world of spam.

What should be done?
Study about spam laws and the standards followed in your country. We'll take you for a hansom ride, then.

We hate the term "money" and "cigarette."

Smoke away from campaigns. We don't tolerate these kinds of junk content getting involved. Also, it is a black mark for our IPs reputation at any cost. Yes, we agree to the point that the job is to help marketers reach their marketing goals, but when the service we offer gets polluted, things won't be the same! If the number of messages landing into the spam folder increases, you will get monitored in a different angle from that point. So, kindly avoid the usage of these terms and adult content and pornographic images.
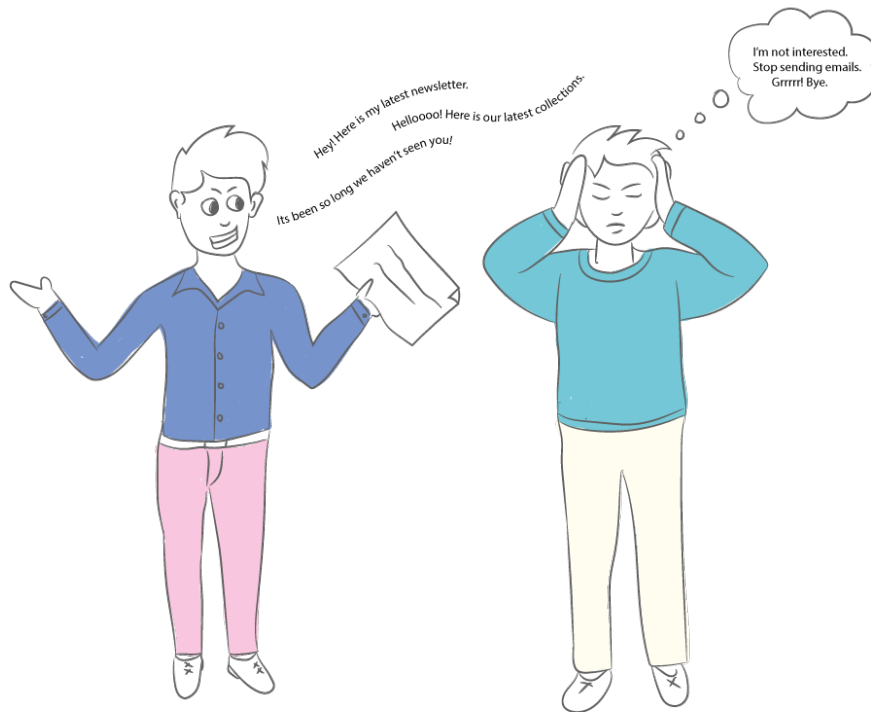
When your contacts complain, don't expect us to be good

Every time, an email recipient marks your email as abuse, we'll remove them from your contact list, and when other contacts see you as a troublesome creature, we'll end your campaign's journey right away.

No-reply. Why?

Using no reply email address as sender address will make your messages go to spam folders. Please, avoid using no-reply as the sender address. Kindly,carry out the above changes and send the campaign for review.

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