How to increase your email deliverability?

Mastering Email Deliverability: Expert Tips for Successful Campaigns and Automation

In the world of email marketing, achieving high deliverability rates is crucial for the success of your campaigns and automation. To help you ensure that your emails reach the intended recipients' inboxes, we've compiled a list of expert tips that will improve your email deliverability. By implementing these recommendations, you will:

1. Build Trust with ISPs: Establish a positive sender reputation by adhering to best practices, maintaining a clean email list, and avoiding spammy tactics, earning the trust of Internet Service Providers (ISPs) and increasing the chances of your emails being delivered.

2. Authenticate Your Emails: Implement Sender Policy Framework (SPF), DomainKeys Identified Mail (DKIM), and Domain-based Message Authentication, Reporting, and Conformance (DMARC) protocols to verify your domain and prevent spoofing or unauthorized use of your brand. With Mailvio, also make sure to add Custom MX, Tracking, and CDN Records to help with deliverability.

3. Monitor Your Sender Score: Keep a close eye on your sender score, a measure of your email sending reputation, to identify and address any issues that could negatively impact your deliverability.

4. Optimize Email Content: Craft engaging and relevant content that aligns with your recipients' expectations and avoids triggering spam filters. Use a healthy balance of text and images, avoid excessive use of promotional language, and include an option for recipients to unsubscribe easily.

5. Test and Monitor Deliverability: Regularly test your email deliverability using tools like seed testing and inbox placement testing. Monitor key metrics such as bounce rates, spam complaints, and unsubscribe rates to identify and rectify any issues promptly.

By following these expert tips, you will experience improved email deliverability, ensuring that your campaigns and automation reach your audience's inboxes. Say goodbye to lost opportunities due to emails ending up in spam folders or being blocked by ISPs. Let's dive into each tip and master the art of email deliverability for successful marketing campaigns and automation.

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