

7 Technical Best Practices

for Email Deliverability

No matter how much time you spend crafting the perfect email, if it doesn't make it to the inbox, your email marketing program won't be effective. So, how do you ensure deliverability of your emails?

These seven technical best practices can help.

1

SPF Record

- Set up an SPF record that includes your email service provider's domain. Make sure there are no errors. Broken or nonexistent SPF records may cause emails to be flagged.

More than 281 billion emails are sent each day

CNAME

2

Not having a CNAME set up will not directly affect deliverability for an email. However, a broken CNAME record can create 404 errors and result in your email being flagged as spam.

15% of emails fail to reach the inbox

3

Links

- Test and re-test the links in your emails before sending. Make sure all links resolve to a website, don't use short URLs and use hyperlinking instead of full URLs in the body of an email.

Only 55% of emails contain legitimate content

Text Version

4

One of the easiest things you can do to ensure deliverability is include a text version of your email. Email providers and spam filters like to see emails with an HTML and text version.

Outlook is the hardest inbox to reach, with deliverability at 75%

5

HTML

- Spam filters parse the HTML of an email to determine if there are any elements that look like phishing. If there are errors in the HTML, the filter will be unable to parse it and will likely flag the email.

Average global inbox placement increased to 85% in 2018

Images

6

Use descriptive alt text for images – spam filters check for it and it helps recipients understand your message even with images turned off. Also, be sure to balance images with text within the body of your email.

IP addresses appearing on just one of the major blacklists had email deliverability 25 points below those not listed on any blacklists

7

Spam Score

- The SpamAssassin spam score predicts how your email may be received by various mailbox providers and ISPs. You should aim for a spam score of three or less, on a scale of zero to ten.

Download the eBook:

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Sources: Radicati Group, ReturnPath, SpamLaws.com, Convince and Convert