

Get better engagement with these email deliverability best practices



1.

Set your email marketing goals.

2.

Give your email list a regular health check and remove:

- Email addresses with typos (Omnisend has an in-app [List cleaning service](#))
- Bot signups or spam traps
- Inactive subscribers that don't engage with your messages (no opens, no clicks, no purchases)

3.

Concentrate on building a good sender reputation:

- Follow our recommended [warm-up procedure](#) (it's always better to start slowly)
- Increase your sending volume gradually (and focus on quality over quantity)
- Avoid volume spikes, especially in the early days
- Keep a close eye on the bounce and spam rates of your campaigns

4.

Every customer is entitled to a free custom domain. Having a professional email address can contribute to the effectiveness of the deliverability process (avoid using a personal email from Gmail or Yahoo for sending email campaigns).

Top tips:

- Never purchase or rent email lists. This will ruin everything you've worked so hard for.
- Send to recipients who willingly subscribed and are ready and waiting for your newsletters!
- Personalize your content to your audiences.
- Segmenting and targeting audiences is key to building strong relationships. One size doesn't fit all.
- Always closely monitor your performance and make changes accordingly.
- Provide your subscribers with clear and visible opt-out instructions. An unsubscribe link is a must.
- Regularly perform a health check of your subscriber list (optimally, every 6 months).

→ [Learn more about Deliverability with Omnisend](#)