

Email deliverability without the mystery

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How to...



DELIVERABILITY METRICS

What is considered a good open and click rate for email campaigns?

Open rates and click-through rates are subject to variation depending on the industry and target audience. As a general guideline, a good open rate is typically between 30% to 40%, while a good click-through rate is typically around 5% to 10%.

What are the best practices for improving click rates in email campaigns?

To improve the effectiveness of your email marketing, consider these tips:

1. Personalize your content using tokens: Use the recipient's name or other personalized information to make your emails feel more engaging.
2. Write compelling subject lines: Use attention-grabbing language to entice readers to open your email. This [article](#) will help.
3. Keep your email content concise with a clear call-to-action: Keep your emails short and make it clear what action you want readers to take.
4. Optimize your design for mobile devices: Use a mobile-responsive design and avoid using large images or long paragraphs that may be difficult to read on a smaller screen.

Is there a way to see a report of which emails or subscribers landed in the spam folder?

You cannot see for whom emails landed in spam, as Internet Service Providers (ISPs) do not disclose this information. However, you can still keep track of how your emails are performing and who is reporting them as spam in the Reports section of your email marketing platform.

By monitoring your reports, you can get a sense of how your emails are being received and make adjustments to improve your email deliverability and avoid being marked as spam in the future.



EMAIL CONTENT FOR BETTER DELIVERABILITY

Does email content affect deliverability?

Yes, email content affects deliverability, particularly if it triggers spam filters or is flagged as suspicious or low-quality by email providers. It's important to avoid using spammy language, excessive formatting, or misleading subject lines.

Make sure to check this [guide](#) for more insights.

How can I prevent my emails from going to the Promotions tab in Gmail?

To prevent your emails from going to the Promotions tab in Gmail, it's important to follow industry best practices for email deliverability. Some best practices include sending relevant and engaging content, using a consistent sender's email and domain, avoiding spam trigger words, etc. You can check our [deliverability guide](#) to learn more about improving email deliverability.

What are some spam words to avoid in email content?

The use of spam trigger words like "free," "urgent," "act now," and "limited time" in your email content can harm your email deliverability by triggering spam filters.

Also, avoid using all CAPS in subject lines and sensational punctuation (like, ??? and !!!!) as this can come across suspicious. Lastly, too many emojis can trigger spam filters.

Use language that motivates subscribers without being spammy and always personalize where you can to ensure your email campaigns are delivered to their inboxes.

What are the signs that my deliverability is ‘tanking’?

The best indicators to spot tanking deliverability are sudden or gradual decline in engagement rates (opens and clicks) and sales attributed over time. With a Custom Domain, you can use [Google's Postmaster](#) tool to check how well your deliverability is and consistently track overtime.



DOMAIN SETTINGS

What is the difference between a custom domain and shared domain?

A custom domain is a unique domain you own and can use for your email marketing efforts, while a shared domain is a domain shared by multiple Omnisend users.

When you use a custom domain, your email campaigns will be sent from your unique domain, which could help improve your email deliverability and build trust with your audience.

Where do you go to check your domain settings?

You can manage your domain settings in Store settings → Sender's domain. Find more on how to set up a custom domain [here](#).

Does SPF stand for sunscreen?

SPF stands for Sender Policy Framework, which is a type of email authentication that helps verify the authenticity of the sender of an email message. In simpler terms, it's like a digital ID card for your email address that lets email providers know that your emails are coming from you, not from someone pretending to be you.

Can a damaged domain be redeemed, or is it better to start with a new domain?

It is possible to improve the reputation of a damaged domain over time, but it can be a slow and challenging process. In some cases, starting with a new domain may be more effective, mainly if the damage to the domain is severe.

How can I test my domain health?

Various online tools can help you test your domain health, such as MX Toolbox or Mail-Tester. These tools can check your domain for multiple issues impacting deliverability, such as blacklisting or SPF/DKIM authentication.

Is it advisable to have a custom domain for a smaller email list?

A custom domain for your email marketing efforts can be a good idea, even if your list is small. A custom domain can give your email campaigns a more professional and trustworthy look and feel, which can help you build credibility with your audience.

Even if you're starting with a smaller list, using a custom domain can set you up for future growth and success in your email marketing efforts.



FOLLOWING WARM UP PLAN

What is a warm-up process?

Gradually sending email campaigns to smaller batches of your email list, monitoring deliverability and engagement rates, and increasing contacts and email frequency with each campaign is called a warm-up process.

It helps establish a positive reputation with ISPs and email clients, improving deliverability and engagement rates.

How do you create a warm-up plan for a smaller contact list?

To gradually warm up your email list, divide it into smaller batches, import them into Omnisend, assign tags, and create targeted segments for email campaigns.

This approach helps ensure successful delivery and increase engagement from subscribers over time.

Alternatively, try segmenting your most engaged audience within Omnisend based on recent clicks, opt-ins, opens, or purchases. By sending an email to this group and gradually increasing the volume of contacts by 20-50%, you can effectively target your most active subscribers and expand your reach over time.

It's a gradual but effective approach that can help you make the most out of your email campaigns.

Should I purchase email lists to start my email campaign as a new brand?

Purchasing email lists is prohibited in Omnisend, as it can result in high bounce rates, low engagement, and potential legal issues.

Instead, it's better to focus on growing your email list organically through opt-in forms, social media, and other marketing channels.



Resources:

- [Academy](#)
- [Help Centre](#)
- [Blog](#)
- [Workshop recordings](#)



Contact us:

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