



Expert Voice

How to get 99% Email Deliverability



What is Email Deliverability?

Email deliverability is a measure of how well a message gets to the inbox of a user.

Email deliverability refers to the percentage of messages sent that make it to their destination. A high rate of email deliverability indicates that users are receiving your emails and opening them, while a low rate indicates that your messages are being filtered out as spam or not making it to their destination at all.

Email deliverability is measured by tracking open rates and click-through rates for different types of emails.



Importance of Email Deliverability

Email deliverability is the percentage of emails that are successfully delivered to the intended recipient.

Deliverability is important because it determines whether or not your email gets opened, which is the primary goal of an email campaign. If an email is not delivered, it will be considered spam by your recipient's ISP and may be filtered out before it reaches the recipient's inbox. This can result in negative effects on your sender reputation and could result in you being banned from certain ISPs or blacklisted.





Impact of poor email deliverability

1

The impact of poor email deliverability is that it can result in your email being blocked by the recipient's email provider.

3


You might lose out on the opportunity to engage with your potential prospects.

2

In addition to this, if you have a business that relies on email marketing or sending transactional emails, then poor deliverability could mean losing customers and clients because they aren't receiving their important information.

4

Additionally, poor email deliverability can lead to a drop in sales and revenue because customers won't be receiving the messages they need to make purchases or respond to offers.



Tips and best practices for 99% Email Deliverability



1. Use an SPF record

A Sender Policy Framework (SPF) record allows you to specify which servers are authorized to send on behalf of your domain. This helps prevent spoofing, which occurs when senders use someone else's domain in the "From" field in an email message, making it appear as though the message is coming from you.



2. Set up DKIM & Domain Keys

DomainKeys Identified Mail (DKIM) is another security feature that can help protect against spoofing. It also provides authentication between your server and the recipient's mail server. To set up DKIM, you'll need to create a private and public key pair and add them to your DNS records.



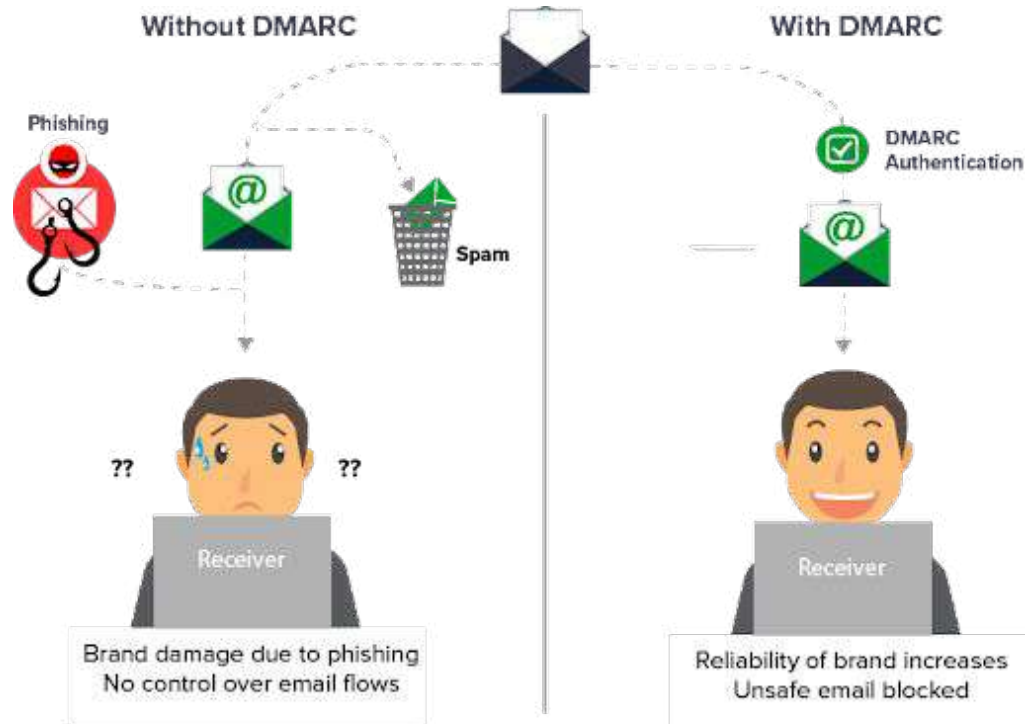


3. DMARC - Authentication Method


DMARC is a standard email authentication method that helps mail administrators prevent hackers and other attackers from spoofing their organization or domain. Spoofing is an attack in which the From address of an email message is forged.

DMARC allows organizations to set their own policies for how to handle emails that fail SPF or DKIM checks. These policies include "reject," which means the message will not be delivered, "quarantine," which means it should be delivered but marked as spam, or "none," which means no action should be taken on failed checks.

Importance of DMARC



Source: Google image



4. Make sure you're using the proper authentication for your email provider

Some ISPs require authentication before they deliver email messages, so make sure that you're using the right kind of authentication for your provider. This will help ensure that your emails are delivered successfully.


Best Practices To Get Your Emails Delivered



01 Make sure that the subject line is clear, concise, and interesting. It should be as short as possible while still conveying the message that you want to send. Make sure that it includes a call-to-action or what you want the recipient to do after opening it.

03 Make sure your message looks professional by using good grammar and spelling and being clear about what you want from the reader. It's also important to follow any company guidelines for writing emails (for example, don't use all caps).

02 Include only one link in your email. If you have multiple links, put them in a separate section of the email or at least make sure they're separated from each other.



What does BayEngage do to
help you achieve 99.4% email
deliverability?

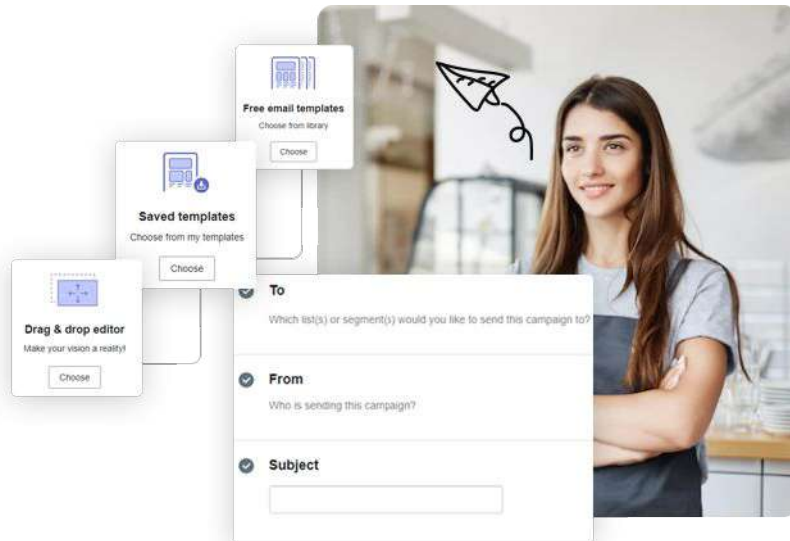
Frequent Domain Warm-up

BayEngage helps you achieve 99.4% email deliverability by *providing frequent domain warmup and accurate reporting.*

Domain warming is a process that helps ensure that your emails are delivered to the inbox of your subscribers' inboxes, rather than getting lost in spam filters or blocked altogether.

BayEngage will automatically warm up your domain by sending test emails from your domain to a small percentage of your subscribers every day for up to three weeks.

This helps ensure that you're not going to get flagged as spam by a recipient's email provider before you send out an actual campaign, which could result in a lower open rate and bad customer experience.





Dedicated Warm-up Plan

BayEngage has a dedicated warm-up plan for sending domains and sending IPs as per client requirements. This ensures that every email is sent with the highest level of security, ensuring that your domain name is not blacklisted.

We constantly monitor sending domains and IPs to ensure good open rate and CTR even though we increase daily send volume.

Sample Warm-up Plan for 100,000 Email Sends

Gmail and Non - Gmail Warm Up Plan for 100K				
DAY	INTERVAL	BATCH SIZE	HOUR LIMIT	DAY LIMIT
1	5	5	60	100
2	5	10	120	200
3	5	15	180	300
4	5	30	360	400
5	5	35	420	500
6	5	40	480	700
7	5	45	540	900
8	5	50	600	1,000
9	5	55	660	1,200
10	5	60	720	1,250
11	5	75	900	2,000
12	5	90	1,080	2,500
13	5	120	1,440	3,000
14	5	150	1,800	4,000
15	5	180	2,160	6,000

DAY	INTERVAL	BATCH SIZE	HOUR LIMIT	DAY LIMIT
16	5	210	2,520	7,500
17	5	250	3,000	10,000
18	5	300	3,600	12,500
19	5	400	4,800	15,000
20	5	500	6,000	17,500
21	5	500	6,000	20,000
22	5	500	6,000	22,500
23	5	600	7,200	25,000
24	5	600	7,200	27,500
25	5	700	8,400	30,000
26	5	700	8,400	35,000
27	5	800	9,600	35,000
28	5	800	9,600	40,000
29	5	900	10,800	40,000
30	5	900	10,800	50,000
31	5	950	11,400	50,000

Sample Warm-up Plan for 500,000 Email Sends

Gmail and Non - Gmail Warm Up Plan for 500K				
DAY	INTERVAL	BATCH SIZE	HOUR LIMIT	DAY LIMIT
1	5	5	10	100
2	5	10	15	200
3	5	15	20	300
4	5	30	30	500
5	5	35	50	750
6	5	40	50	1,000
7	5	45	50	1,500
8	5	50	80	3,000
9	5	55	80	4,000
10	5	60	150	6,000
11	5	75	150	7,000
12	5	90	250	10,000
13	5	120	350	12,500
14	5	150	450	15,000
15	5	180	700	20,000

DAY	INTERVAL	BATCH SIZE	HOUR LIMIT	DAY LIMIT
16	5	210	1,000	30,000
17	5	250	1,500	40,000
18	5	300	2,500	50,000
19	5	400	2,500	60,000
20	5	500	4,000	70,000
21	5	500	4,000	90,000
22	5	500	7,500	100,000
23	5	600	7,500	125,000
24	5	600	13,000	150,000
25	5	700	13,000	175,000
26	5	700	20,000	200,000
27	5	800	20,000	210,000
28	5	800	35,000	220,000
29	5	900	35,000	230,000
30	5	900	50,000	240,000
31	5	950	75,000	250,000

BayEngage Reporting

BayEngage also provides accurate reporting so that you can see what works in terms of what doesn't work when it comes to best practices for sending an email campaign.

You'll be able to see if people are opening their emails or clicking on links within them; if they're clicking through from an email directly on your website; and more!





BayEngage Email Deliverability By The Numbers

~~80.1% - 83.4%~~

Industry Email Deliverability Benchmark

99.4%

BayEngage Email
Deliverability

~~17.1% - 21.5%~~

Industry Open-rate Benchmark

25.6% - 35.1%

BayEngage Email
Open-rates

~~0.9% - 2.1%~~

Industry Click-through-rate Benchmark

2.15% - 5.35%

BayEngage
Click-through-rate

***Note:** The numbers are based on a sample set of 100 high volume senders. These numbers are subjected to industry and individual senders.



Any Questions?

The questions on the live chat will now be addressed by the customer success expert.
Add your questions and doubts in the live chat now or speak up if you have anything in mind.

Note: This deck and the live event recording will be emailed to all the participants



Useful Resources



BayEngage Tutorials

Video tutorials on how to do anything on BayEngage (all key features covered)



BayEngage Help Center

A step by step guide on how to use BayEngage and its features



BayEngage Website Product tour

A quick glimpse of what's in BayEngage and everything that you can accomplish with the tool



BayEngage Email Templates

A huge collection of 250+ email templates on BayEngage for your quick access



What's New On BayEngage

It's where we announce all the latest happenings on the tool, feature launches, and more



Thank you.

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