



SmartSaaS

Email Deliverability Cheatsheet

Definition of Email Deliverability

Email deliverability refers to the ability of an email to successfully reach the recipient's inbox instead of being filtered as spam or blocked. It involves various factors like sender reputation, content quality, and adherence to best practices, ensuring that emails are effectively delivered and seen by the intended audience.

Delivery vs. Deliverability

- Delivery refers to the successful transmission of an email from the sender's server to the recipient's server.
- Delivery is a technical aspect that confirms the message has been sent
- Delivery is a one-time event
- Achieving high delivery rates does not guarantee good deliverability if the email is flagged as spam or filtered by the recipient's email provider.
- Deliverability focuses on the ability of the email to reach the recipient's inbox and be seen by the intended recipient.
- Deliverability encompasses factors that influence whether the email ends up in the inbox or spam folder.
- Deliverability is an ongoing concern that considers reputation, authentication, content quality, and recipient engagement.
- Deliverability is influenced by factors like sender reputation, email content, proper authentication, adherence to best practices, and recipient engagement.

Visibility Metrics

Deliverability Rate

The volume of emails divided by the total emails sent.

Open Rate

The number of emails opened by the recipients divided by the total emails sent.

Bounce Rate

The volume of email not delivered divided by the total emails sent.

Click-through Rate

Email clicks divided by total emails sent.

Recipient Insight Metrics

Hard Bounce Rate

The number of emails rejected due to permanent issues with the recipient's mailbox divided by the total emails sent.

Soft Bounce Rate

The number of emails rejected due to temporary issues with the recipient's mailbox divided by the total emails sent.

Rejected Rate

The number of messages that failed to get delivered due to reputation or content issues divided by the total emails sent.

Complaint Rate

The number of complaints divided by the total emails sent.

Spam Trap Hits Rate

The number of emails delivered to spam traps divided by the total emails sent.

Inbox Placement Rate

The number of emails delivered to the inbox divided by the total emails sent.

Spam Placement Rate

The number of emails delivered to the spam folder divided by the total emails sent.

Engagement Metrics

Read Rate

The number of emails marked as read divided by the total emails sent.

Deleted Before Reading Rate

The total number of unread emails deleted divided by the total emails sent.

Not Spam Rate

The number of times subscribers mark the emails not spam divided by the total emails sent.

Unique Clicks Rate

The number of unique clicks or open rate divided by the total emails sent.

Unsubscribe Rate

The number of unsubscribers divided by the total emails sent.

Terms You Need To Know

Sender Reputation

The reputation and credibility of the sender's email domain and IP address based on previous email sending behavior and recipient engagement.

SPF (Sender Policy Framework)

An email authentication protocol that verifies the sender's identity by checking if the email originated from an authorized server.

DKIM (DomainKeys Identified Mail)

An email authentication method that adds a digital signature to the email headers to verify its integrity and authenticate the sender's domain.

DMARC (Domain-based Message Authentication, Reporting, and Conformance)

A policy framework that builds on SPF and DKIM to provide additional email authentication and reporting capabilities.

IP Reputation

The reputation of an IP address used for sending emails, which affects the deliverability of emails from that IP.

Spam Filters:

Algorithms and rules are used by email providers to identify and filter out spam or suspicious emails from reaching the recipient's inbox.

Bounce Rate

The percentage of emails that fail to reach the recipient's inbox and are returned or bounced back to the sender.

Inbox Placement Rate (IPR)

The rate at which emails successfully land in the recipient's inbox rather than being filtered to the spam or junk folder.

Engagement Metrics

Metrics such as open rates, click-through rates, and email replies indicate the level of recipient engagement with the emails.

Whitelisting

The process of adding a sender's email address or domain to a recipient's list of trusted senders to ensure their emails are delivered to the inbox.



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