Email Deliverability in 5 Steps ✅

Plain and simple--your email list needs to be clean to be delivered. It's estimated that 30 percent of your email address list goes bad each year. Poor email address quality affects not only deliverability, but sender reputation, leads, and bottom line. Don't let your emails fail to hit the mark— making it to the in-box. The goal is to get your emails delivered, not bounced, blocked, or rejected.

✅ Checklist

○ 1. Clean is not an option. It's a necessity.

○ 2. Improve your churn rate & fight list attrition.

○ 3. Get rid of bad emails on your list to prevent bounces.

○ 4. Avoid being a polluter. Comply with CAN-SPAM to be legal.

○ 5. Keep a stellar sending reputation. Avoid Spam traps & blacklists to improve deliverability & reputation.

5 Questions to Ask

1. What does clean mean?

A clean email list is one that has been scrubbed of bounced and erroneous emails. Get rid of hard and soft bounces. Cleaning tools are available to help you cut the old, outdated, and useless email addresses from all your email lists.

2. What is email list churn?

List churn is your attrition rate – the amount of subscribers that leave your list in a given amount of time through unsubscribes, hard bounces, and spam complaints. Up to 25-30% of your email list is typically lost each year to churn. You can combat churn by segmenting your list and keeping content relevant. Another option is to allow subscribers to "opt-down" as opposed to opt-out so you send to them less frequently.

3. How do you turn a bad email list into a good one?

When you send emails to a bunch of bad addresses, you risk getting blacklisted and harming your sender reputation. By correcting syntax and spelling errors, you can fix up to 15% of your invalid email addresses. We also recommend real-time mailbox checks to determine whether a message will bounce or deliver.

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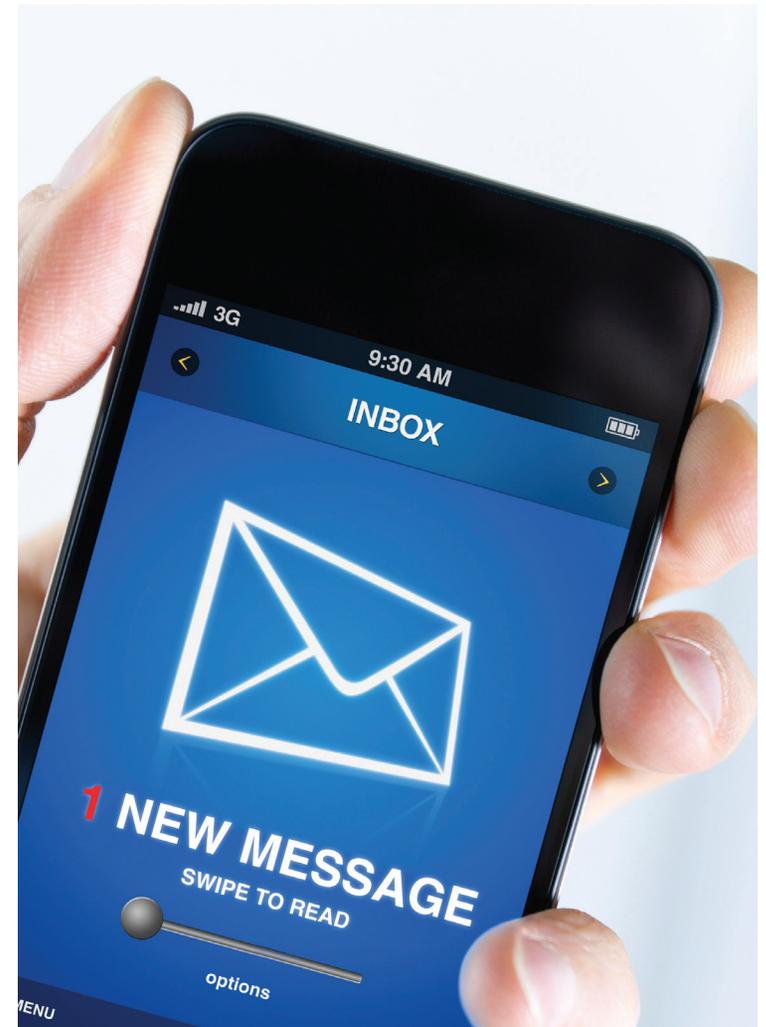
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4. Is it the law?

Yes. Obey the CAN-SPAM Act. This federal law requires that all email senders must comply with certain standards such as: Easy opt-out methods for all commercial emails (a link for example); a clearly printed address and phone number of the company sending the email; and an honest (not ambiguous) subject line.

The CAN-SPAM Act: A Compliance Guide for Business

5. How do I avoid spam traps?

Run your list through a cleaning tool to help identify spam traps, honeypots, bots, and disposable emails that can trip you up. Also, avoid high-trigger words such as free, guarantee, sales, and others in your subject lines and email copy.
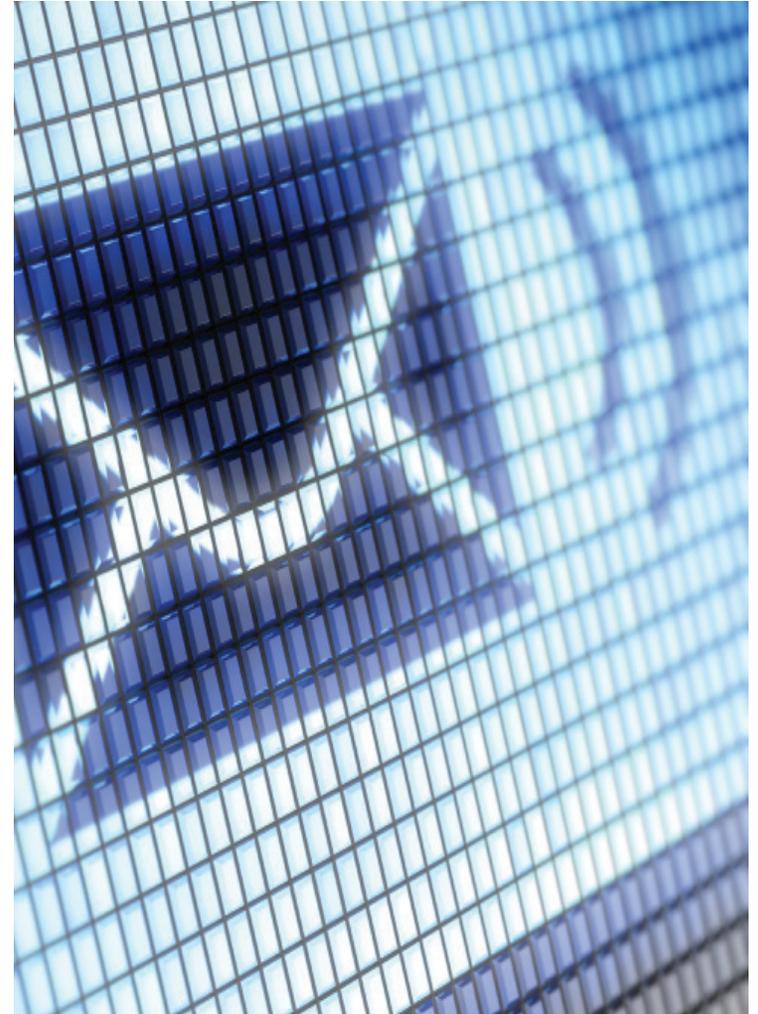
Essential Tools for Email Deliverability

Melissa Data makes it easy for businesses to unlock the full power of email marketing. Our suite of email tools helps you verify, clean, update, and enrich your email list so you can inform, promote, and relate with customers more effectively.

Email Verification Service

Raise email marketing delivery and response rates by cleaning your list of bad emails and invalid domains.

Request a quote

Email Change-of-Address (ECOA) Service

Update inactive and bouncing email addresses to reengage with lost customers and maximize deliverability.

Request a quote

Listware®

Clean, update, an enrich all your customer data (email, address, phone), plus add email addresses to your postal records to grow your list. Available for Microsoft® Excel®, Salesforce.com®, and Online.

Request free download

FREE DATA AUDIT

We'll help you identify where your email data needs attention – completely free, no obligation.

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