

# DON'T STOP BELIEVIN'

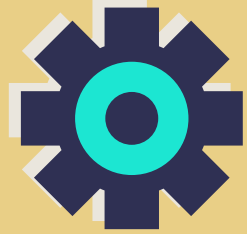
*...IN EMAIL DELIVERABILITY*

Essential strategies for ensuring your beautifully crafted emails **reach the inbox** with consistency. 📧❤️



SEND IT RIGHT





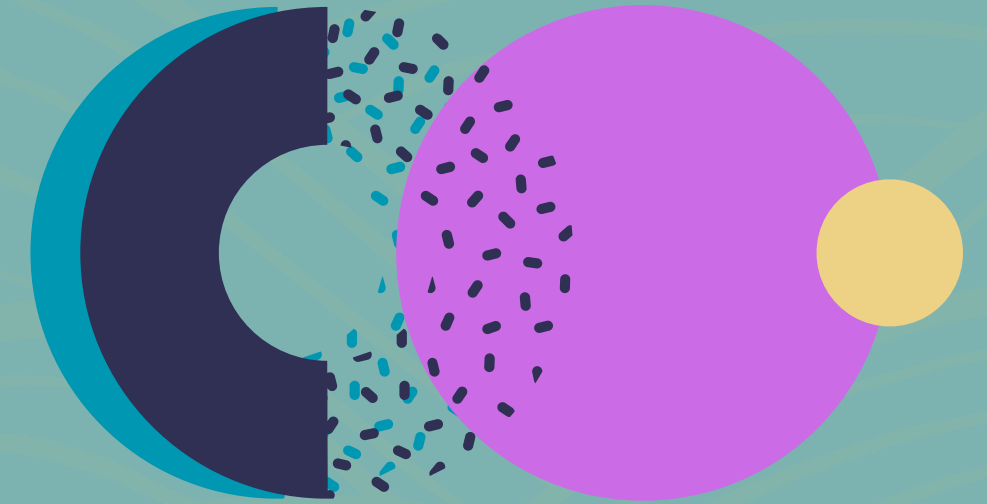
**Deliverability is complex.**



**There are 100's of factors  
affecting inbox placement.**



**Nobody has time for that.**

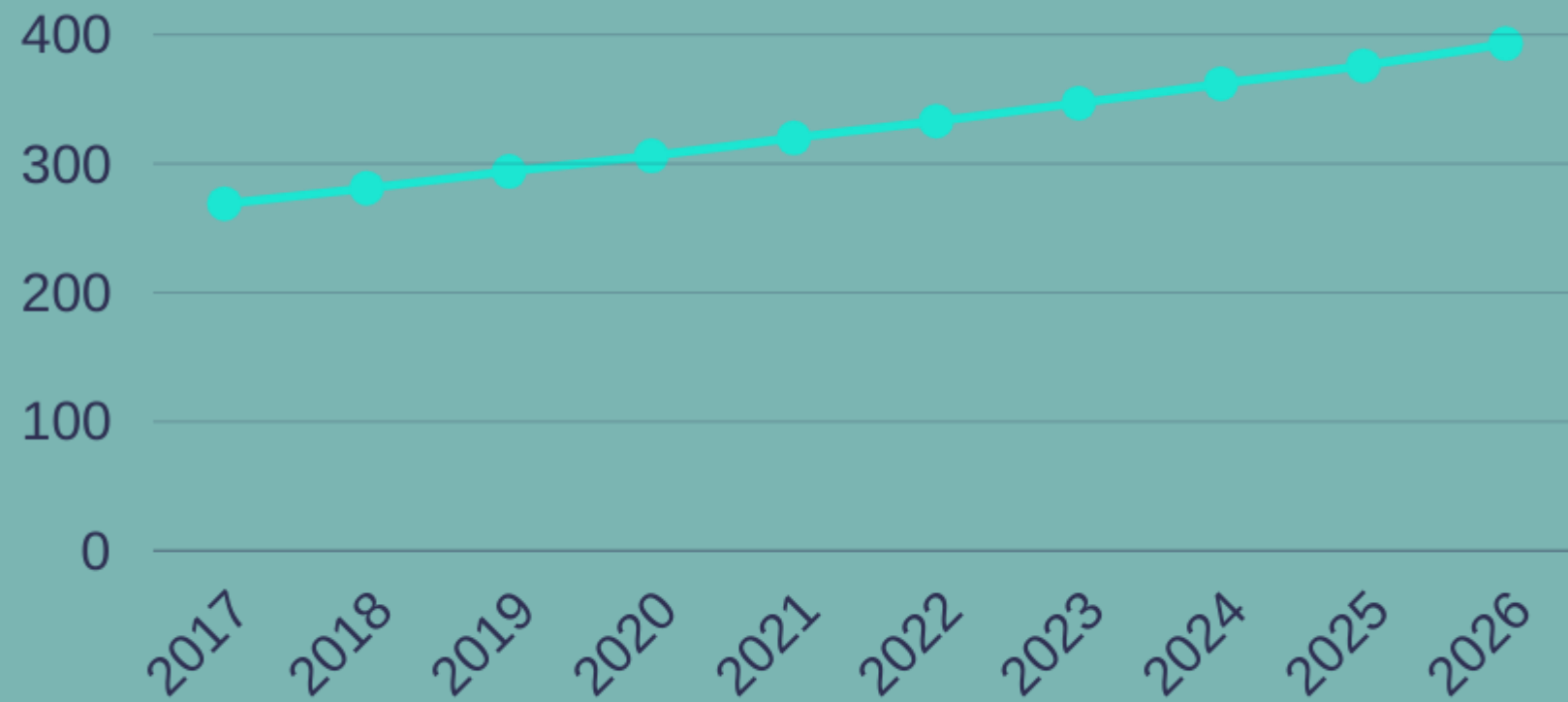


**OUCH!  
NOW MY  
BRAIN HURTS.**

But wait...it's worth it!

# EMAIL: THE MOST EFFECTIVE COMMUNICATION CHANNEL

Cost effective, continually growing, and a preferred channel among marketers



Number of sent and received emails per day worldwide from 2017 to 2026

## 4.14 billion

### EMAIL USERS GLOBALLY

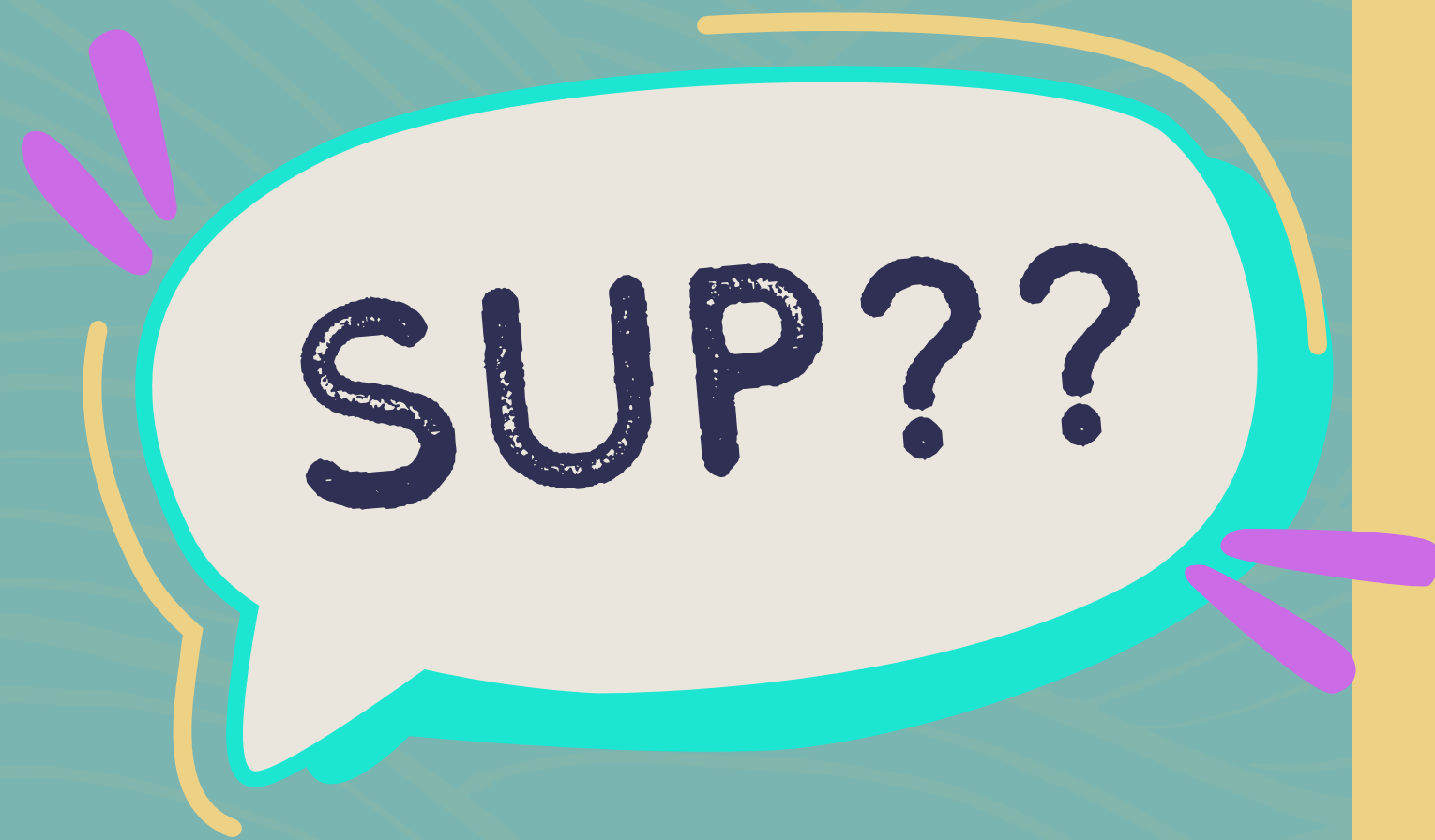
4.6 billion expected in 2025

## 122%

### EMAIL ROI

more than 4x higher than other marketing channels

**OK, FINE.  
I'M LISTENING.**



**Deliverability is important.**



**How do I reach the inbox  
consistently?**



**What's keeping my emails from  
reaching the inbox?**

# **JUST A small town girl...**

**Livin' in a lonely world,  
She took the midnight train goin' anywhere**

# WELL, A MIDNIGHT TRAIN GOIN' TO EMAIL LAND, ACTUALLY...

I'm **Lauren Meyer**, your coach for today.



Sent my first spam mail in **2007** before specializing in **deliverability, strategy, and anti-abuse** in 2012.



## Send It Right

WEEKLY TIPS (NOT TRICKS)  
FOR REACHING THE INBOX

Earned my email scars at Datran Media, Epsilon, Mailjet, and Kickbox.

Now I'm the **CMO** for an email service provider and **analytics company** called **SocketLabs**.

# A SINGER IN A SMOKY ROOM

A smell of wine and cheap perfume

# WHAT'S DELIVERABILITY?

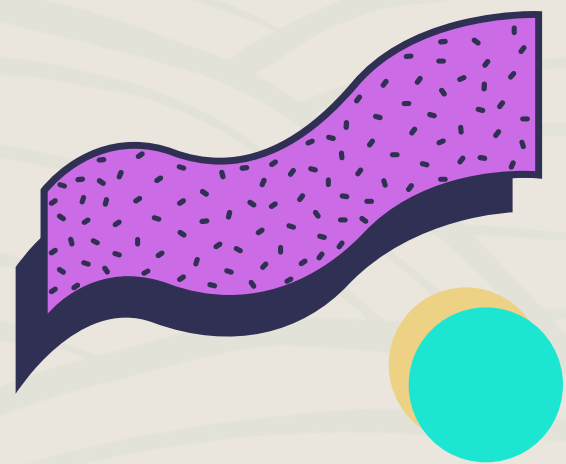
Deliverability is the percentage (or fraction) of emails that were delivered to the inbox.

Deliverability  
Rate =

$$\frac{\# \text{ of Emails Delivered to Inbox}}{\text{Quantity Sent}}$$

Looks simple,  
but...

It's extremely subjective.  
Mailbox providers **do not** give feedback about inbox placement.



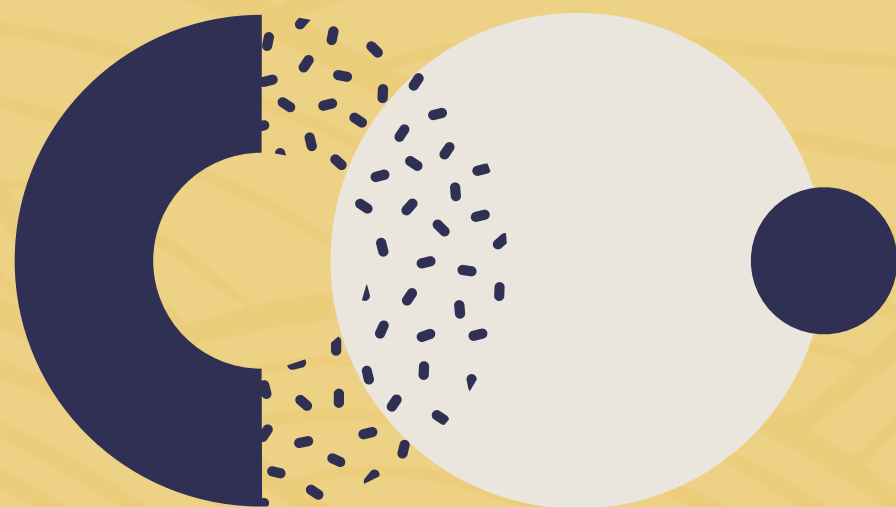


# DELIVERABILITY RATES AREN'T ACCURATE!

Mailbox providers only tell senders if the mail was accepted into their servers or rejected.

They hang up the phone after that.





# WHY DELIVERABILITY IS HARD

Reason #6,827 out of ∞

“More than 90% of the email sent to Verizon Media Group is spam/malicious, and only 1-2% of that overall volume might end up in a spam folder.”

Marcel Becker

Sr. Director Product Management

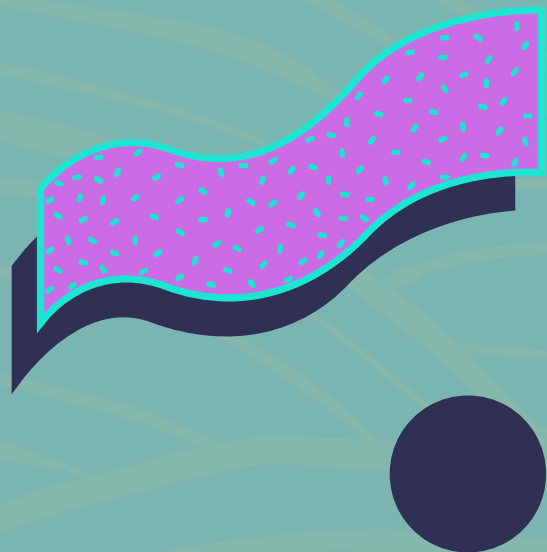
Yahoo Mail

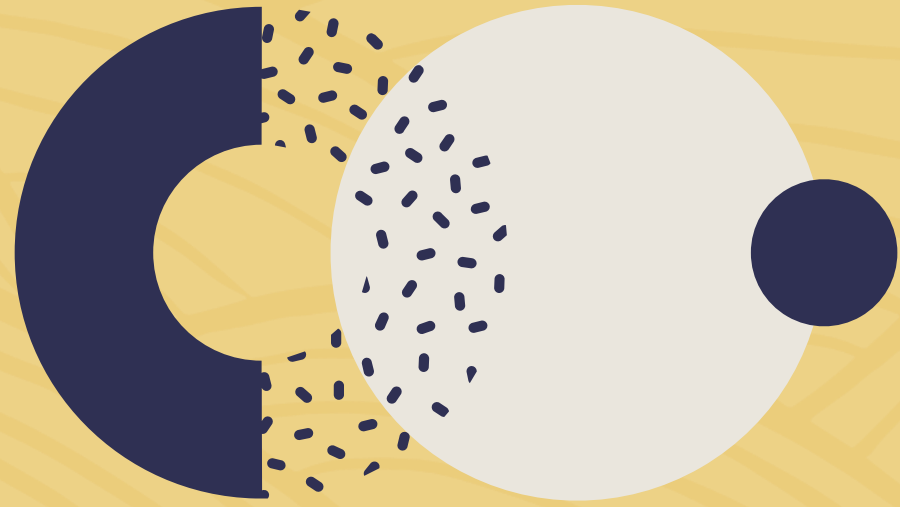
# FOR A SMILE, THEY CAN SHARE THE NIGHT

It goes on and on and on and on

# IT TAKES MORE TO SEND IT RIGHT THAN IT USED TO

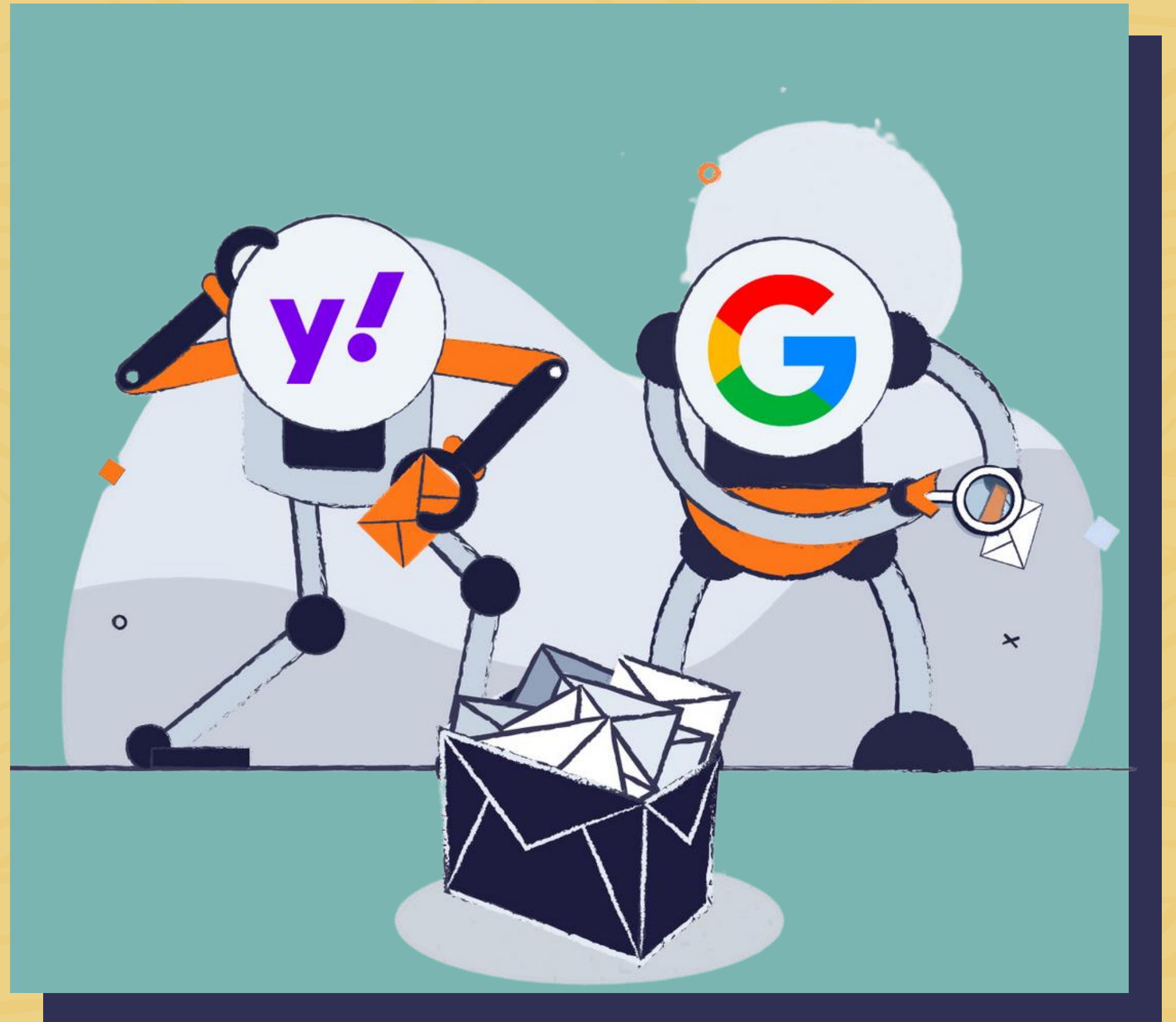
Mailbox providers *and recipients*  
are expecting more from senders.





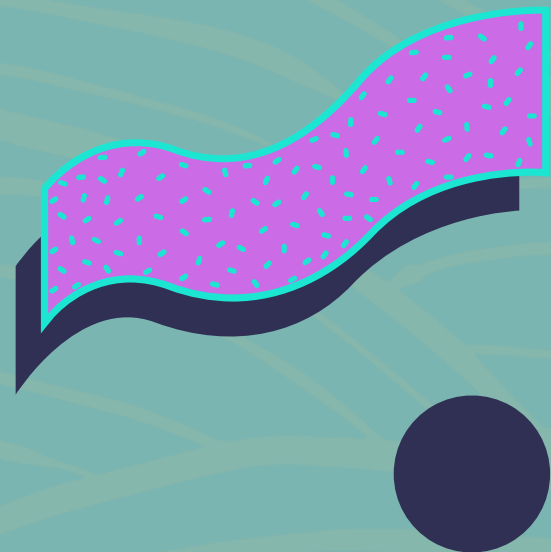
# WHY DELIVERABILITY IS HARD

Reason #9,243 out of ∞



# IT TAKES MORE TO **SEND IT RIGHT** THAN IT USED TO

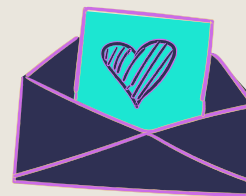
Mailbox providers *and recipients*  
are expecting more from senders.



Authenticate every sending domain  
to protect users (and your brand)



Maintain low complaint rates so users  
can enjoy a spam-free inbox



Make it easy to unsubscribe to  
improve the user experience

# Google Postmaster Tools Complaints Dashboard

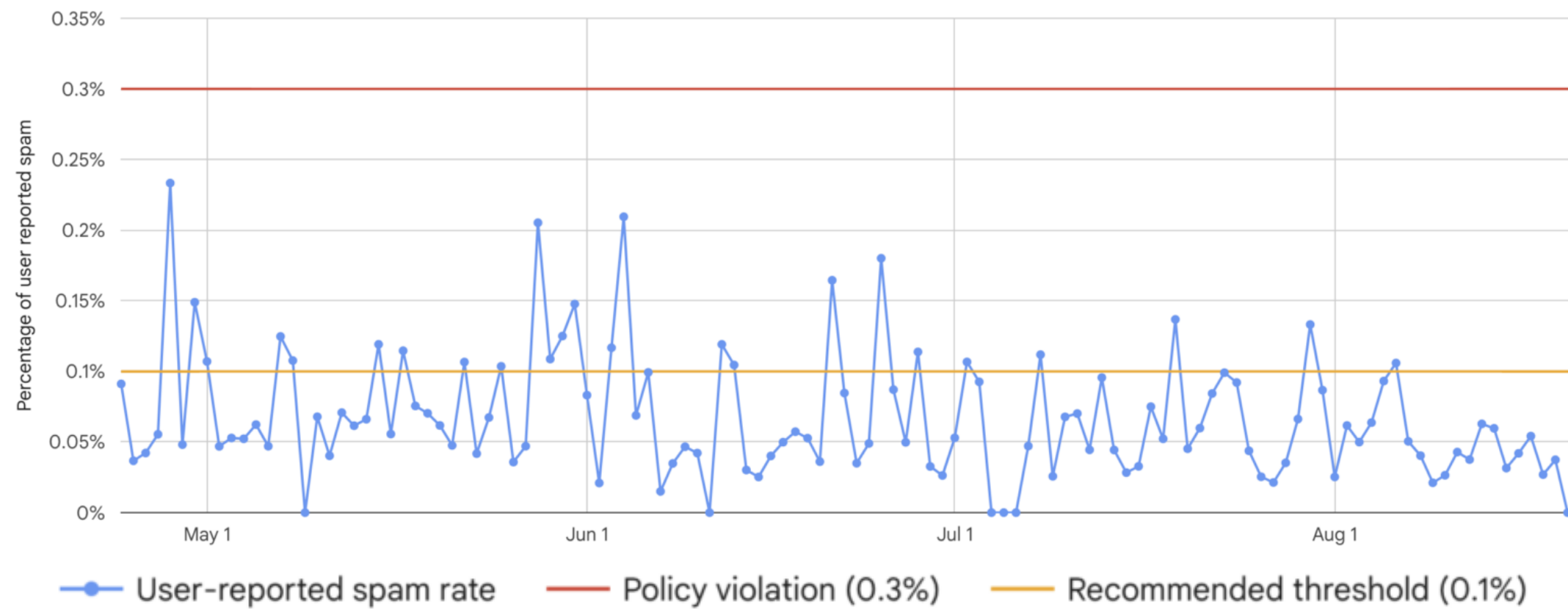
Domain\*  
example.com



## Spam

Last 120 days

This dashboard shows the percentage of user-reported spam vs emails that were sent to the inbox for active users. [Learn how to use the Spam dashboard.](#)



# **STRANGERS WAITIN'**

## **Up and down the boulevard**

**Their shadows searchin' in the night**



# WHAT'S KEEPING MY EMAILS FROM THE INBOX?

Lots of things can cause this!  
Here are the top three...

01

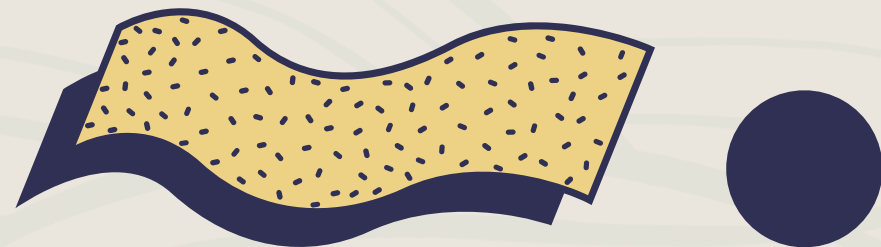
Showing up unannounced

02

Acting suspicious

03

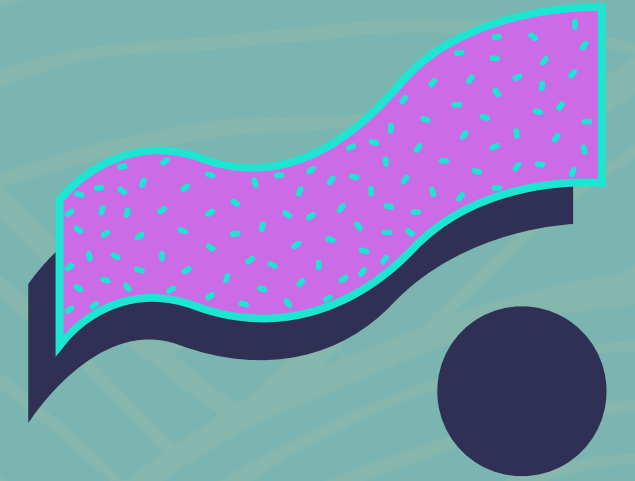
Recipient reactions



**STREETLIGHTS,  
PEOPLE  
Livin' just to  
find emotion**

**Hidin' somewhere in the night.**

# WHAT MAILBOX PROVIDERS CARE ABOUT...



## Positive Interactions

- Opening emails
- Clicking on links in emails
- Replying
- Starring messages as important
- Moving emails to folders
- Forwarding emails to friends
- Adding senders to address book
- Flagging emails found in the spam folder as “not spam”

## Negative Interactions

- Dragging an email to spam folder
- “This is spam” reports
- Deleting an email without opening
- Lack of engagement

# **WORKIN' HARD to get my fill...**

**Everybody wants a thrill**

**Payin' anything to roll the dice**

**Just one more time**

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Here are the top three...

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Showing up unannounced

02

Acting suspicious

03

Recipient reactions

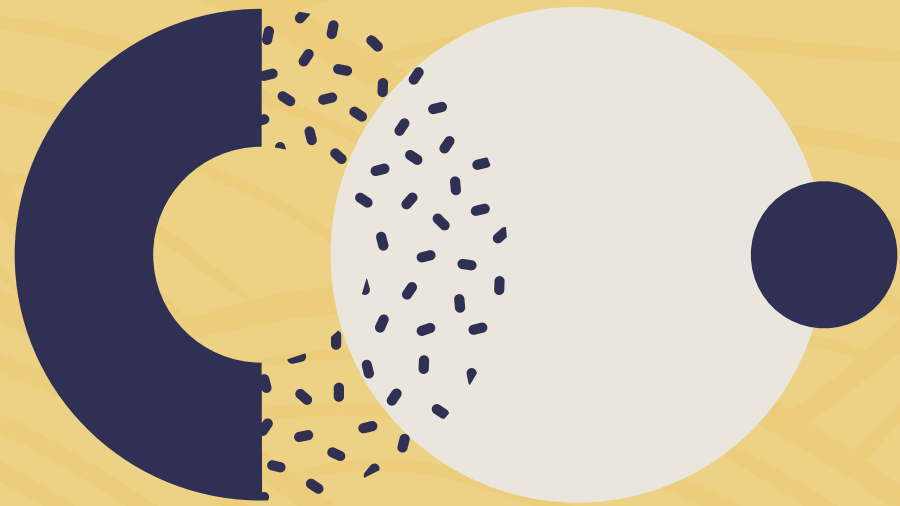
04

Ignoring the signals



# **SOME'LL WIN, some will lose**

Some are born to sing the blues



# WHAT EMAIL PRACTICES DO I *(REALLY)* NEED TO FOLLOW?

 **BE PROACTIVE!** 



**Don't wait until**  
**something bad happens to**  
**do right by your recipients.**



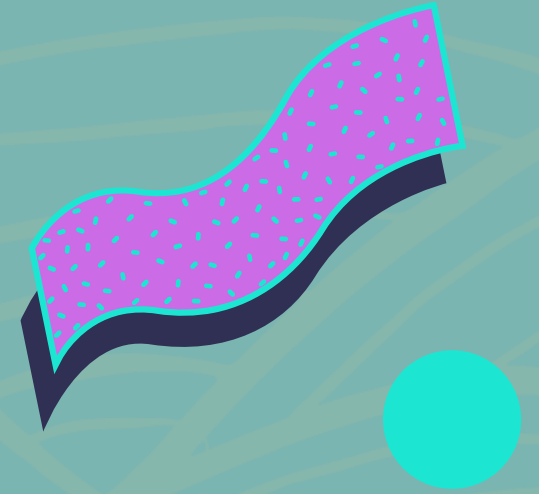
**Send it Right.**

# WHOA, THE MOVIE NEVER ENDS

It goes on and on and on and on



# EMAIL PRACTICES TO CARE ABOUT



## ALIGN EMAIL GOALS WITH THE BUSINESS

Ensure the emails you send contribute to your recipients' (*and company's*) success.

# **STRANGERS WAITIN'**

## **Up and down the boulevard**

**Their shadows searchin' in the night**

# EMAIL PRACTICES TO CARE ABOUT



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## SEND TO PEOPLE WHO WANT YOUR MAIL

Choose quality over quantity, every time...starting with getting them to opt-in!

# YOUR DELIVERABILITY DEPENDS ON IT!

Why people mark your emails as spam...



01

They don't recognize you.

02

Your content is irrelevant.

03

You're sending too many emails.

04

It's easier than unsubscribing.

# STREETLIGHTS, PEOPLE

**Livin' just to find emotion**

**Hidin', somewhere in the night**

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## AUTHENTICATE EVERY EMAIL YOU SEND

No seriously, every email should be protected with SPF, DKIM, and DMARC

## Gmail Open Rate Per Domain

SocketLabs



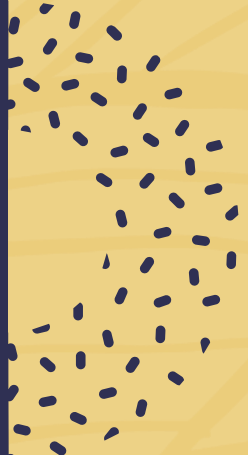
**Unauthenticated**  
Min: 3.40

**Authenticated domain 1**  
Min: 51.6

**Authenticated Domain 2**  
Min: 48.5

# AIR GUITAR BREAK!

You've earned it.





# **DON'T STOP BELIEVIN'**

**Hold on to that feelin'  
Streetlights, people**

# EMAIL PRACTICES TO CARE ABOUT



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## OPTIMIZE FOR ENGAGEMENT

Get creative with how to engage your audience. Test, monitor, iterate, repeat.

**MAYBE METAL  
IS MORE YOUR  
SPEED....**



# OR COUNTRY?

Ok, ok...you get the point...

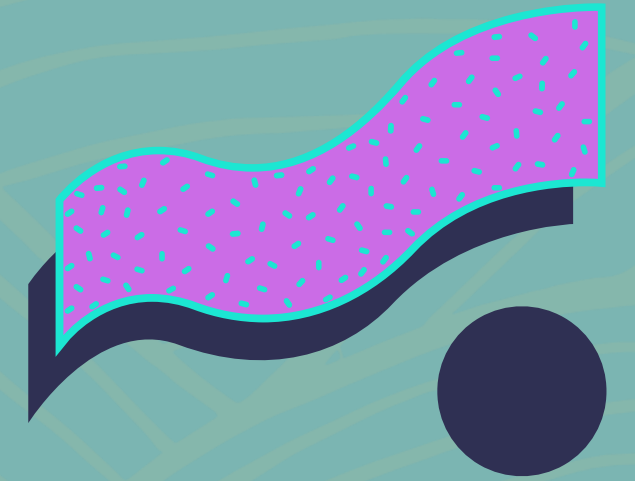
**Optimize for engagement based  
on the interests of your fans!**



# DON'T STOP BELIEVIN'

Hold oooooonnnnnn

# WHAT MAILBOX PROVIDERS CARE ABOUT...

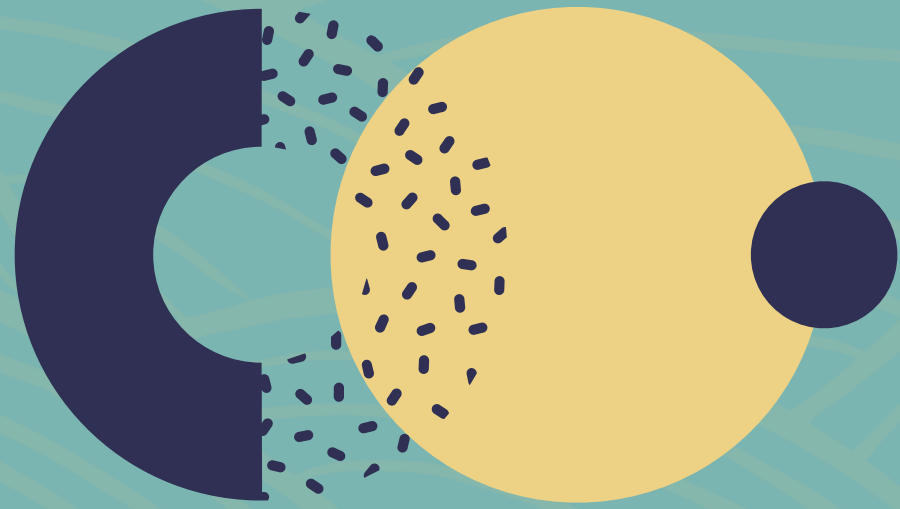


## Positive Interactions

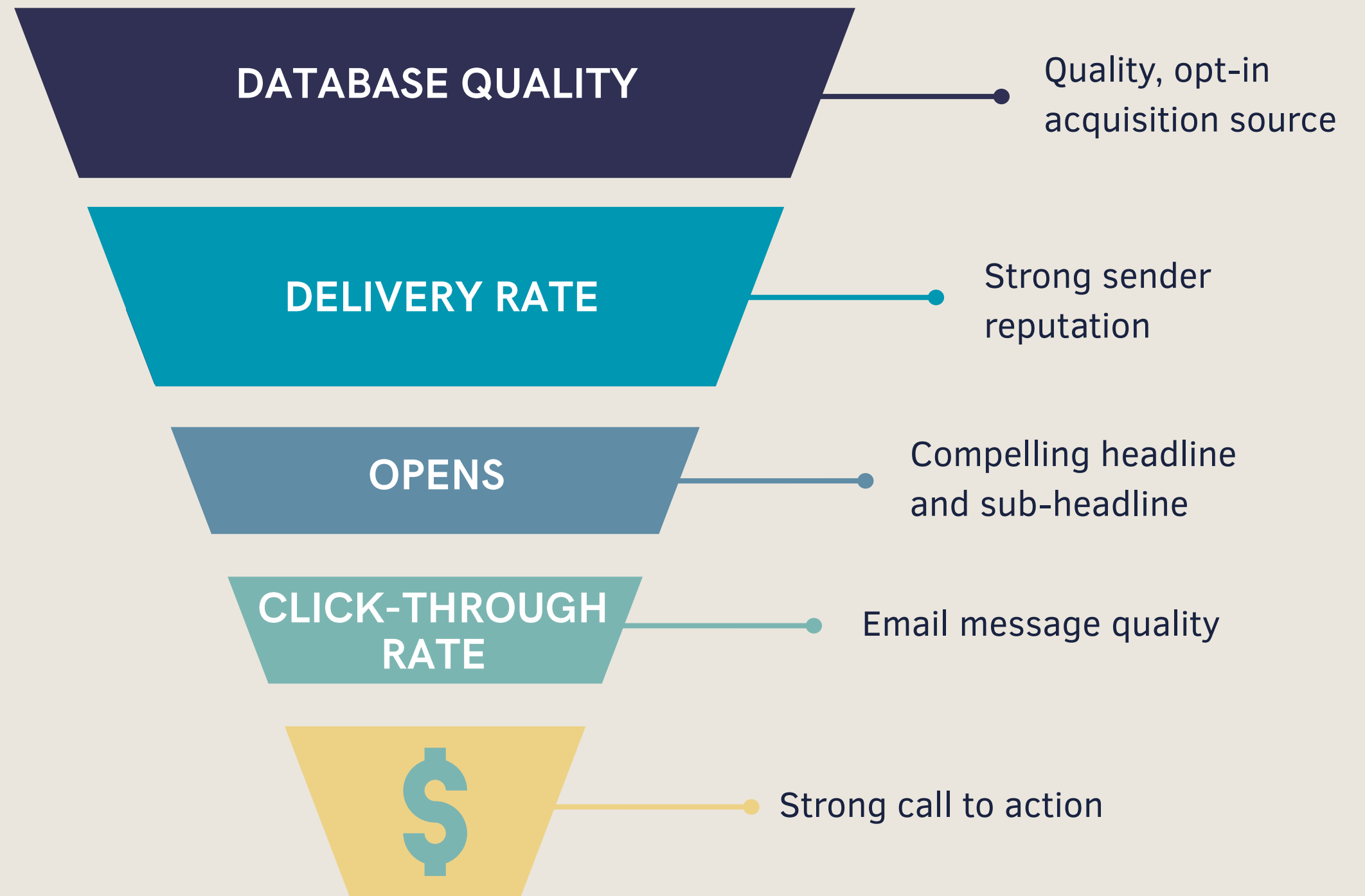
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# EVERY PART OF THE EMAIL PROCESS MATTERS



# STREETLIGHTS, PEOPLE



**DON'T STOP  
BELIEVIN'**

# HOLD ON TO that feelin'

Streetlights, people  
*...and a newsletter*




# SIGN UP FOR MY FREE NEWSLETTER



## SEND IT RIGHT

Hey, you...yeah, you!!

Wanna reach the inbox with consistency? Then get on the list for my newsletter — it's free. 

Send It Right is a weekly newsletter for marketers and email practitioners who want to reach the inboxes — and hearts — of email recipients.

Because sending email is easy. Sending it right? Not so much.

"AVOID THE PROMOTIONS TAB WITH THIS SNIPPET OF CODE!"

"PURCHASE 10 DOMAINS AND SWAP THEM OUT WHEN THEY STOP INBOXING."

"WE'RE CAN-SPAM COMPLIANT SO THIS IS NOT SPAM."

That's not how it works. That's not how any of this works!

Every week, you'll get a lesson on how email deliverability *really* works, what practices you need to be following, and how to feel confident when you (*or your customers!*) are pushing 'Send'.



# 23 of My Favorite Free Marketing Newsletters



[Laura M. Browning](#)

Published: July 31, 2024

## Best Email Deliverability Newsletters

### 20. [Send It Right](#)



*Send It Right is a weekly newsletter for marketers and email practitioners who want to reach the inboxes (and hearts) of email recipients. If this was shared with you, [subscribe here](#) so you don't miss the next lesson.*

**Well, well, well, look who it is.** Nice to see you here! 📧

I'm excited to share today's lesson with you...

Ever wondered if your emails are making it to the inbox? **You're not alone.** I've had countless conversations over the years with senders who wondered the very same thing...lost sleep over it.

"Email deliverability" isn't a topic that inspires a lot of warmth. Lauren Meyer is ready to change that with her new newsletter, Send It Right, which she calls "a newsletter for marketers and email practitioners who want to reach the inboxes — and hearts — of email recipients."

Meyer's human-first approach is apparent in the details, like this note about Send It Right's confirmation email:

"Please ... click the link to confirm your interest before I send you more email. I respect your privacy, and you can unsubscribe at any time because sending spam is bad. If you don't agree, this newsletter isn't for you."

Preach.

**Author:** [Lauren Meyer](#)

**Frequency:** Weekly

**Cost:** Free

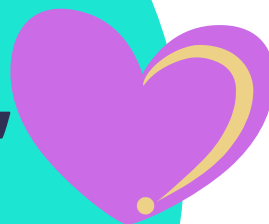
**Best for:** Early-career email marketers or anybody looking for clear, accessible, step-by-step guidance on email deliverability.

**Popularity:** Unknown

**Sample subject line:** How to know if you have a deliverability issue

**RIYL:** teachers, myth-busting, avoiding spam folders

Thank you, HubSpot!





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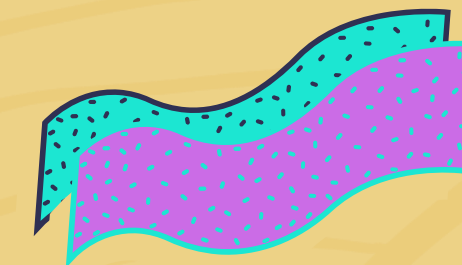
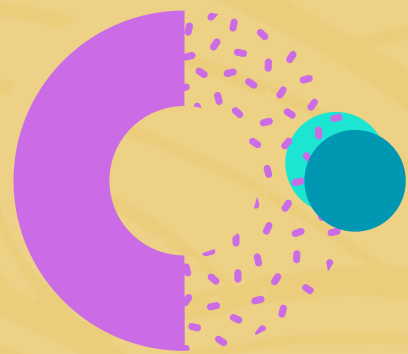
**SIGN UP FOR  
MY FREE  
NEWSLETTER**



**SEND IT RIGHT**

**DON'T STOP  
BELIEVIN'**

**IN EMAIL  
DELIVERABILITY!!**



# QUESTIONS?

Then let's talk.



**Lauren Meyer**

Email nerd with a crush on deliverability.



[send-it-right.com](https://send-it-right.com)

[LinkedIn.com/Lauren-meyer-email-geek](https://LinkedIn.com/Lauren-meyer-email-geek)

