



UNDERGROUND
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EMAIL DELIVERABILITY BEST PRACTICES





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Email deliverability is at the heart of effective email marketing. This will define the success of all email marketing efforts and ultimately your ability to maximise the value of campaigns and automations.

There are four fundamentals to email deliverability that we follow:

1. SEND TO ENGAGED CUSTOMERS

Customers who have previously engaged with your business are those who you want to target. This will greatly improve your sender reputation and allow you to hit the inbox more often if you send relevant content to subscribers who actively want to receive it.

The other side of this coin is to ensure you filter out and remove disengaged subscribers and those who do not want to receive your content, as this will only damage your marketing efforts in the long run.

There are different variations and measurable units that come with engagement which varies from brand to brand. It is very important to establish this before you begin your campaign sending strategy.

2. SEND GREAT CONTENT

Great content ensures high deliverability. Sending your customers what they want to read is easier said than done.

Part of this includes having email automations that are triggered to send at the most appropriate times- making the content as relevant as possible to the subscriber. For example reminding a customer about their cart which they abandoned half an hour ago.

Equally, a segmentation strategy will allow you to send the most relevant content to people who will appreciate it most.



3. MONITOR RESULTS & ADJUST SENDING PRACTICES

The difficulty with deliverability is that you don't always know when your emails have been successfully delivered. Because of this, it's important to adhere to sending best practices to ensure that you have great deliverability.

4. STRIKE A BALANCE BETWEEN TEXT & IMAGES

Your emails should contain at least 500 text characters in order to avoid spam filters. Consider including contact information, legal disclaimers, or company address in fine print at the bottom of your email to save text characters.

You should also include alternate text for all your images, so subscribers can read a description of each image if your images don't load properly.

To book in your discovery call with the Underground Ecom team, please [click this link](#).