



5 Quick Wins for Better Deliverability

Start here to secure your spot in the inbox

Only email people who asked for it

Why it matters: If someone didn't opt in, you'll get spam complaints.

- Use clear signup forms
- Avoid purchased or scraped lists
- Send a welcome email ASAP

PRO TIP

Complaints from non-opted-in recipients can be 10x higher—a fast track to the junk folder.

Authenticate your domain

Why it matters: Without authentication, filters don't trust you. With it, you look legit.

- Set up DKIM + SPF
- Use a verified sending domain
- Helps build your reputation over time

PRO TIP

Gmail and Yahoo require this for high-volume senders.

Match your branding

Why it matters: Unfamiliar branding leads to confusion, and confusion leads to spam clicks.

- Use your brand's name and logo
- Stay visually consistent with your website or signup flow
- Send emails quickly after signup

PRO TIP

Send welcome and follow-up emails quickly to boost brand recognition.

Stop emailing inactive people

Why it matters: Filters assume ignored email = unwanted email. That hurts you.

- Remove or suppress anyone who hasn't opened or clicked in 6+ months
- Focus on your engaged subscribers
- Run re-engagement campaigns before removing

PRO TIP

Lower engagement = lower inbox placement, even for people who do want your emails.

Send regularly (but not too often)

Why it matters: Infrequent = forgotten. Overfrequent = annoying.

- Aim for at least 1 send every 3 weeks
- Predictable frequency helps filters trust you
- Match your send volume to your content quality

PRO TIP

A "spiky" send pattern (big blasts after months of silence) is a red flag.

Ready to reach more inboxes? [Show me the guide](#)

