



Email Deliverability Checklist For **The Season**



The Subscribers



- Check if the subscribers on your mailing list are valid, and discard them if they're not.
- Check for subscribers who have either not responded to your previous email campaigns, or those who haven't been sent an email campaign in a while, and mark them inactive.
- Send all your inactive subscribers a re-engagement campaign before the holiday season, and check if they respond so you can mark them active.
- Segment your mailing list based on your subscribers' interests.
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The Email



- Personalise your emails as much as possible. Go beyond just merge tags and make the most of tools like Dynamic Content.
- Contextualise the time at which you send your emails either based on the recipients' time zone, or behaviorally finding out when they're likely to open your emails.
- While it's a great idea to include pictures and GIFs themed around the holidays, make sure you include an adequate amount of text to complement the media.

Ideally, your email must be at least 60% text.

- When sending welcome emails or re-engagement campaigns to your subscribers, include a VCF card, or ask your subscribers to add you in their contact list

This goes a long way in helping your future emails reach their inbox.

The Domain



- Decide and stick to a single sender domain, especially when you send frequent emails.

Not only is jumping from one domain to another bad for your deliverability, it might also alienate your subscribers.

- Authenticate your domain to ensure its safety. Some of the most popular, powerful, and yet easy methods of authentication include SPF, DKIM and DMARC.

If your domain is identified as unsafe, it might be blacklisted, blocking all your emails or marking them spam.

- Always keep an eye on your domain's reputation. Use tools like Google Postmaster to constantly monitor your domain's health.
- Before sending any email campaign, check your domain to make sure it is not blacklisted to avoid unintentionally harming your engagement rates.



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