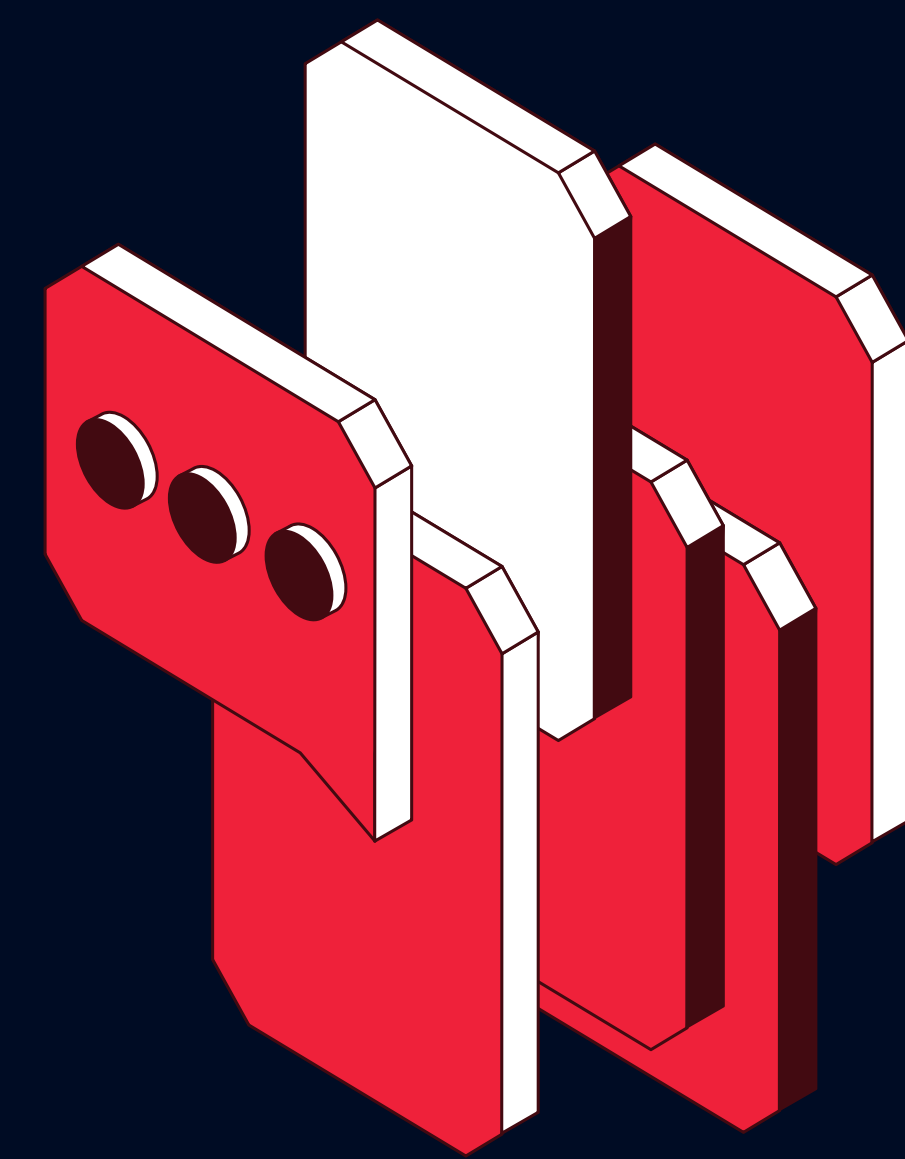




Boost Your Email Reach:

A 4-Step Checklist to Enhance Deliverability

Twilio SendGrid. Confidence with every send.

Email is one of the most powerful ways to connect with your customers – but only if it reaches the inbox. Undelivered or spam emails lead to lost sales and erode trust. To help you maximise deliverability we've put together a checklist of **four essential steps for success**.

**Send the right message,
to the right person,
at the right time,
with the right frequency,
on the right channel.**



Establish your infrastructure and authentication

Building a strong email infrastructure and implementing authentication protocols is the foundation of good email deliverability.

Implement DKIM, SPF, and DMARC:

DomainKeys Identified Mail (DKIM):

Adds a digital signature to your emails. Implement DKIM, SPF, and DMARC.



Sender Policy Framework (SPF):

Specifies which IP addresses are authorised to send emails on your behalf.



Domain-based Message Authentication, Reporting & Conformance (DMARC):

Gives domain owners more control and protects against email spoofing.



Use dedicated IPs:

Using a dedicated IP address keeps you in control of your sending practices and reputation. A consistent sending pattern will help build a solid reputation for greater deliverability.



Maintain a positive sending reputation

A strong sender reputation ensures that your emails reliably land in inboxes, not the spam folder.

Regularly monitor engagement metrics:

Monitor open rates, CTRs, and unsubscribe rates to gauge recipient engagement and adjust your strategy for better results.



Be mindful of email frequency and volume, as excessive emailing can cause reader fatigue.



Manage bounces effectively:

Regularly cleanse your mailing list to remove hard bounces and resolve temporary issues, ensuring your emails reach engaged recipients.



“Digesting and monitoring DMARC reports is vital to building solid infrastructure and maintaining trust in your brand.”

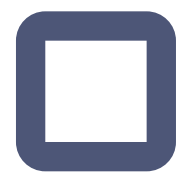
Beth Kittle, Senior Deliverability Consultant, Twilio SendGrid

Create a great user experience

A seamless user experience boosts engagement, ensuring positive brand interactions that help prevent emails from going to spam and increase CTRs.

Segment your audience:

Dividing your audience allows you to send more relevant content, driving engagement.



Personalise content:

Tailor emails based on recipients’ preferences or past interactions to enhance their experience with your brand.



“Sending relevant and timely content that meets consumer expectations is the best way to maximise the likelihood your mail reaches its intended destination: the inbox.”

Ashley Ortiz, Senior Delivery Consultant, Twilio SendGrid

Adapt your program to meet new changing regulations

Adhering to email regulations like GDPR and CAN-SPAM is essential for avoiding legal penalties and maintaining trust with your email provider.

Stay informed on compliance:

Non-compliance can lead to legal action and damage your reputation as a sender.



Adjust strategies as needed:

By staying proactive, your emails will remain compliant, relevant, and effective.



Emails that customers love, make it to the inbox

Explore our 2025 guide to receive more detailed advice on implementing the tips provided.

