

# Why Email Deliverability Matters and How to Improve It

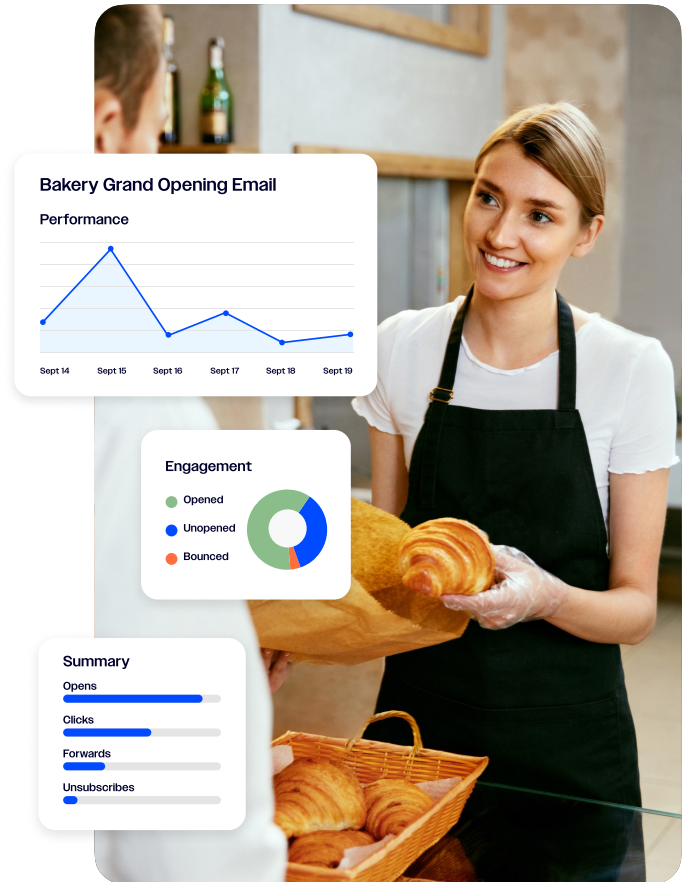
Email deliverability isn't just about avoiding the spam folder—it's about protecting the trust you've built with your audience.

A recent study from [EmailTooltester](#) revealed that **approximately 1 in 6 marketing emails never reach their intended recipients.**

This means that even well-crafted messages may go unseen, leading to missed opportunities to engage with and convert your audience. Plus, repeated deliverability issues can signal that your emails aren't valuable, making it even harder to reach your audience over time.

Bad deliverability doesn't just mean lost emails; it means lost relationships. And when you disappear from inboxes, competitors with better deliverability swoop in and take your place. When you have a high deliverability rate, you boost the visibility of your emails and enhance your brand's reputation and trustworthiness (a must-have with today's consumers).

Let's look at how to maintain a high email deliverability rate.



## Best practices to keep your deliverability rate high

Beyond the usual advice (clean lists, authentication, and avoiding spammy language), here are a few underrated strategies that can improve your email deliverability:

### Warm up new sending domains

If you're using a new domain or switching email platforms, don't start sending email blasts right away. Gradually increase your send volume over a few weeks so inbox providers learn to trust you. Sending too much too soon can make you look like spam.

### Prune unengaged subscribers thoughtfully

While removing inactive subscribers is common advice, try re-engagement campaigns first. A well-crafted "We miss you" email or exclusive offer might wake up dormant users and keep your list strong without unnecessary cuts.

### Monitor blacklists regularly

Your domain or IP address could be flagged on a blacklist, hurting your chances of landing in inboxes. Use tools like MXToolbox or Spamhaus to check your status and take action if needed.

### Test emails across different email clients

Just because your email looks great in Gmail doesn't mean it works everywhere. Use tools like Litmus or Email on Acid to test your emails on Outlook, Yahoo, and various mobile devices to ensure formatting issues don't trigger spam filters.

# How ActiveCampaign helps you achieve better deliverability

ActiveCampaign is one of the best tools you can use to boost your email deliverability rate.

## Deliver your messages faster

ActiveCampaign speeds up email delivery by sending messages through its secure private network instead of the public internet. This means emails don't have to compete with regular web traffic, leading to a much faster and more reliable send time (up to 10x faster). This approach adds an extra layer of security, ensuring your emails reach inboxes quickly and safely.

## Monitor and adjust for better results

Once your campaign is live, use ActiveCampaign's in-depth analytics on click-through rates and engagement trends to make informed decisions—like tweaking subject lines, send times, or refining audience segments.

## Essential features like spam testing and deliverability reporting

ActiveCampaign's spam testing lets you check your email's likelihood of being marked as spam before sending, so you can make necessary adjustments. Plus deliverability reporting gives you insights into open rates, bounce rates, and spam complaints. So you can spot issues before they hurt your reputation.

## Keep your email list clean and engaged

ActiveCampaign automatically removes invalid email addresses and hard bounces, preventing you from repeatedly sending to bad addresses. You can also use engagement tracking to identify inactive subscribers and either re-engage them or remove them to keep your list clean.

## ActiveCampaign is #1 in deliverability

In the latest email deliverability tests, ActiveCampaign achieved a 94.2% deliverability rate, making it a top choice for businesses that want to reach their audience effectively.

Plus, ActiveCampaign offers a dedicated team for deliverability setup, implementation, and best practices. They'll build you a custom warm-up plan and make sure that you're set up for optimum sending.

When MentorShow adopted ActiveCampaign, their open rate doubled and revenue soared. Thibault Cavrios, MentorShow's SEO Manager, credited a significant percentage of this increase to ActiveCampaign automations.

### Since implementing ActiveCampaign, MentorShow reported these metrics:

- Deliverability rate: 99.88%
- Open rate: 43.7% (which has doubled since 2021)
- Click rate: 5.56% (up from 1.18% in 2021)
- Unsubscribe rate: 0.49% (down from 0.94 in 2021)

[Read their full story.](#)



Sign up for a [free two-week trial](#) of ActiveCampaign and start improving your deliverability rate today.

Disclaimer: Email deliverability depends on factors such as domain reputation, contact list health, sending consistency, and frequency. These elements are controlled by the customer, not the platform.