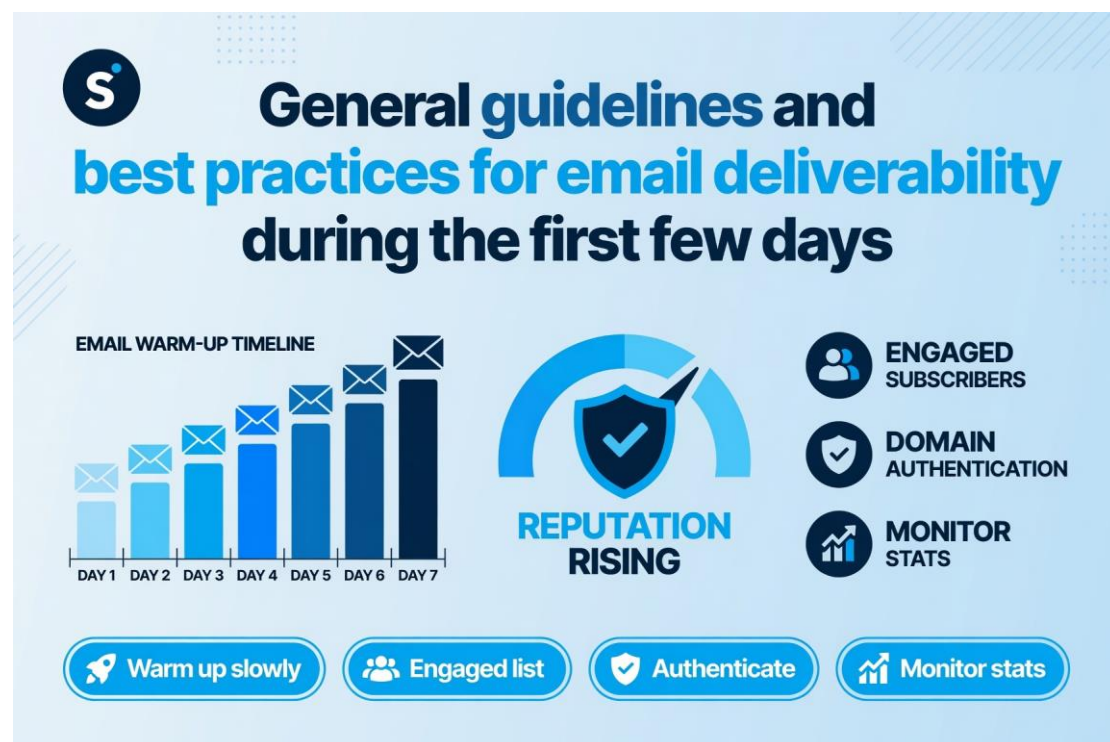


General Guidelines and Best Practices for Email Deliverability During the First Few Days

Introduction

Your first days on the systeme.io autoresponder set the tone for months of inbox placement. Gmail, Outlook, and Yahoo no longer judge a single message—they evaluate **domain credibility, authentication, engagement, and sending behavior** from the very first signals.

Official help (article 4247) explains how to optimize deliverability when you **first start** using built-in email—or when you **migrate** from another tool. These practices are essential, not optional.



What ISPs Expect in 2025–2026

Google tightened bulk-sender rules; Microsoft strengthened requirements for Outlook, Hotmail, and Live. Together they converge on one standard:

- **Mandatory authentication** (SPF, DKIM, DMARC).

- **Sender transparency** (identifiable, consistent From name and address).
- **Sending quality control** (permission-based lists, stable volume, low complaints).

Treat the first week on systeme.io as a **reputation audition**—every open, ignore, spam click, and bounce is scored.

1. Authenticate Your Domain First

Without SPF, DKIM, and DMARC, messages may be treated as unverifiable or fraudulent. On systeme.io, generate DNS records under **Settings** → **Emails** and add them at your registrar before you scale sends.

1. Authenticate the domain (CNAME + TXT as shown in the DNS eye icon).
2. Add **DMARC** when possible.
3. **Confirm** your sender email address (verification link in inbox).

Walkthrough: [How to Authenticate Your Domain Name for Email Sending](#).

2. Sender Transparency

ISPs favor senders who are **identifiable and consistent**. Use a **professional address** on your own domain (for example hello@yourbrand.com), not @gmail.com or @yahoo.com for list mail.

- The address should be **active**—able to send and receive (for confirmations and replies).
- Keep the same **From name** across welcome series and broadcasts.
- Include a clear **unsubscribe** and physical or business identity in the footer where appropriate.

See [personal vs professional sender addresses](#) for platform limits.

3. Mail Engaged Contacts First

The strongest deliverability lever is a **list of engaged contacts**. Opens, clicks, and replies tell ISPs your mail is expected. Mailing cold or inactive imports drags open rates down and sends a negative signal.

Best practice:

- After migration, **segment** people who opened or clicked in the last 30 days.
- Send the **first broadcasts and tests** to that segment only.
- Expand to semi-engaged subscribers only after stats look healthy.

Related: [Essential Steps to Import Contacts Successfully](#) and [Migrate Without Hurting Deliverability](#).

4. Warm Up Sending Volume

When you **change autoresponders**, your **sender footprint resets** with ISPs. Previous history on Mailchimp or ActiveCampaign does not transfer. You must **rebuild reputation** on [systeme.io](#).

Gmail explicitly warns against **abrupt volume changes**. Start with **small quotas** and a **gradual, sustained rhythm**. Increasing too fast causes blocks, Promotions-tab routing, or spam folder placement.

Example 7–14 day plan (adjust to list size):

Phase	Audience	Goal
Days 1–2	Highly engaged (opened/clicked < 30 days)	Validate authentication and content
Days 3–4	Add semi-engaged segments	Maintain strong open rate
Days 5–14	Gradual full-list rollout	Ramp daily volume smoothly

Even if you only run automations (not big broadcasts), the same gentle start applies—ISPs still see cumulative volume from your domain.

5. New Account Safeguards on systeme.io

To protect platform-wide deliverability, [systeme.io](#) places new senders in a **monitored pool**. Typical flow:

- First batch: up to **100 emails** to contacts.
- Pause while stats are analyzed (from minutes up to **six hours**).
- Poor bounce/spam metrics → stricter **quarantine** handling.
- Healthy metrics → next batches in similar controlled cycles until the account matures (often cited around **16 days** and **500+** emails sent).

If sends show **Pending**, do not hammer resend—wait for review. See [Why Aren't My Emails Being Sent?](#)

6. Sending Quality Control

Permission only: mail people who agreed to receive your content.

Content: avoid spam-trigger patterns (ALL CAPS subjects, deceptive urgency, too many links, URL shorteners that hide destinations). Platform filters may hold suspicious content for manual review.

Hygiene: remove **bounced** and **unsubscribed** contacts before large sends.

Monitor: after each newsletter, check opens, bounces, spam complaints, and clicks in systeme.io stats. Aim for strong engagement and low bounce/spam rates (community benchmarks often cite open rate > 20%, spam < 0.25%, bounce < 0.7% for healthy pooling).

First-Week Checklist

1. Domain authenticated + sender email verified.
2. DMARC TXT added at DNS.
3. Welcome/opt-in funnel tested with your own address.
4. First live send to **smallest engaged segment**.
5. Wait through any new-user pause; read stats before scaling.
6. Increase volume gradually over 7–14 days.
7. Delete or suppress bounces; honor unsubscribes immediately.
8. Optional: set up **Google Postmaster Tools** for Gmail domains.

Troubleshooting

Symptom	Likely Cause	Action
Low opens day 1–3	Warm-up / Promotions tab	Engaged segment only; improve subject lines.
Pending sends	New user review	Wait; fix bounces/spam triggers.
Spam folder	No auth or bad list	Authenticate; clean list; simplify HTML.
Sudden block after import	Mass cold list	Pause; warm engaged subset first.
Open rate dropped after switch	Footprint reset	Expected temporarily—follow warm-up plan.
Quarantine pool	Weak initial stats	Improve content; smaller sends; support if needed.

Frequently Asked Questions

Why warm up?

New infrastructure = new reputation with ISPs.

First recipients?

Most engaged contacts.

Before first send?

Auth + verified professional From address + opt-in list.

New account limits?

Batches of ~100 with review pauses.

How fast to scale?

Gradual over 7–14 days—no spikes.

Related Resources

- [Good Practices for Email Deliverability](#)
- [How to Improve Your Email Deliverability](#)
- [Why Did My Open Rate Change After Switching to systeme.io?](#)
- [Google Postmaster Tools for Your Domain](#)

Build lists and send mail on [systeme.io](#) with inbox-first habits from day one.

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