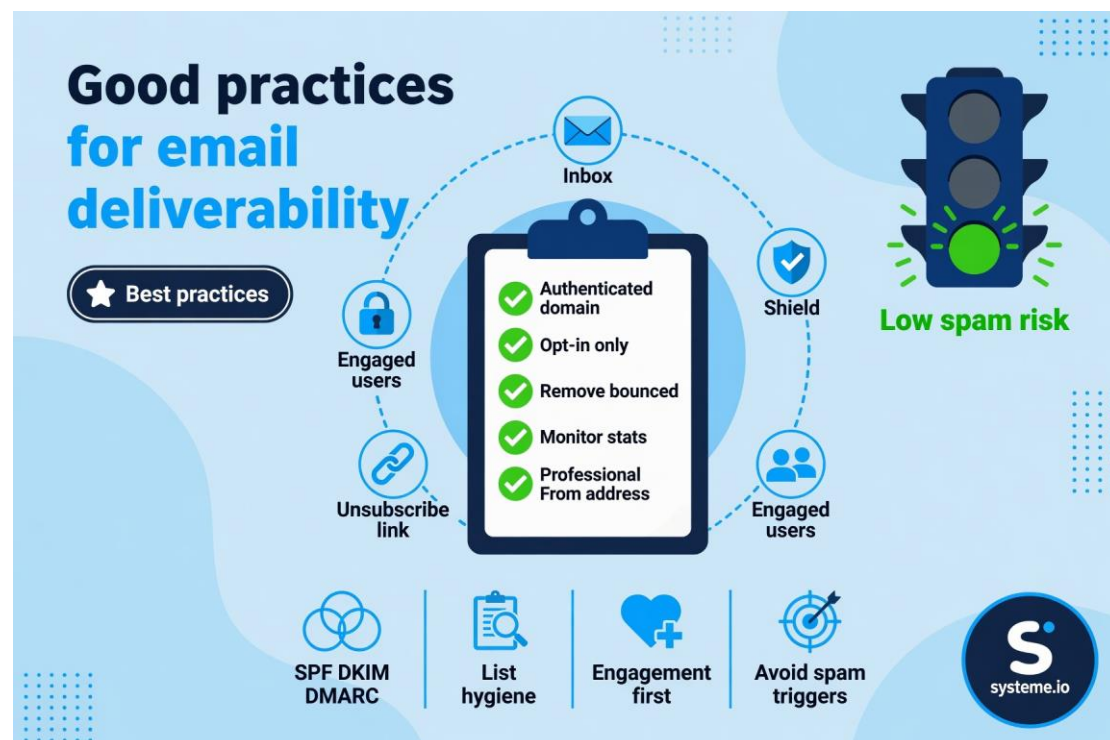


Good Practices for Email Deliverability

Introduction

Email deliverability means your messages reach recipients in the **main inbox**—not the spam or junk folder. For marketing on systeme.io, deliverability (inbox placement rate) is a core KPI: campaigns, automations, and launches depend on it.

If you already read the **simple tips** in our [How to Improve Your Email Deliverability](#) guide, this article goes deeper into **best practices** from official help (article 363)—technical setup, content discipline, and list behavior you should repeat every month.



What Influences Deliverability?

Many factors affect whether the next send lands well:

- **Quality of the sending address** — authenticated domain with good reputation.
- **List hygiene** — valid, consented, engaged contacts.

- **Server and IP reputation** — shared infrastructure quality (platform + your metrics).
- **Spam and bounce rates** — complaints and invalid addresses hurt everyone on the pool.
- **Content signals** — subject lines, spam-trigger language, misleading headers.

You must **monitor your email deliverability statistics** inside the platform and act when opens, bounces, or complaints drift in the wrong direction.

Three Technical Pillars (Non-Negotiable)

From a technical point of view, systeme.io advises three ongoing actions:

1. **Use an authenticated domain name** for sending.
2. **Clean your contact list regularly** by removing contacts in **bounced** and **unsubscribed** status.
3. **Send emails only to people who explicitly permitted** you to contact them.

Skipping any pillar undermines the others. Authentication without permission-based lists still generates complaints; a clean list on an unauthenticated domain still fails modern inbox filters.

1. Use a Personalized, Authenticated Professional Address

To avoid being filtered as spam, it is **mandatory** to:

- Use an email address on a **professional domain** (for example `hello@yourbrand.com`).
- **Authenticate** that domain with systeme.io (CNAME records, DMARC TXT, confirmed sender).

Free webmail addresses are not a sustainable From identity for bulk marketing and do not meet current provider standards for branded sending.

Setup walkthroughs: [How to Authenticate Your Domain Name for Email Sending](#) and [How to Create a DMARC Record](#).

Best Practice

Keep the same domain and sender when reputation is healthy; changing them resets trust unless you warm up carefully.

2. Maintain List Hygiene and Permission

Permission: only mail contacts who opted in—never purchased or scraped lists.

Hygiene: on a regular cadence, remove or segment:

- **Bounced** addresses (hard bounces especially).
- **Unsubscribed** contacts (do not keep marketing them).
- Long-term **non-engaged** subscribers when your stats show deliverability drag (see the 20% open-rate guidance in the simpler deliverability article).

systeme.io may offer automatic list-cleaning options in account settings—use them to reduce manual CRM work, but still review bounce reasons periodically.

3.2 Take Care of Subjects and Content — Test Campaigns

The **subject line** is the storefront of your message and your brand. Test variations with small segments or test sends before scaling a broadcast to your full list.

Personalization in subjects: using {{First name}} or {{Last name}} directly in the subject can **harm deliverability** in practice. Filters and recipients treat obvious merge tokens in subjects as low-trust patterns.

Better approach:

- Personalize in the **body** of the email.
- Use natural, human subject lines without raw merge fields in the header.
- Keep subjects accurate—no misleading clickbait headers.
- Prefer lighter HTML or plain text when possible; heavy image-only emails can weigh down rendering and engagement.

3.3 Beware of Spam Words and Context

Spam detection uses **artificial intelligence**. Filters look at more than a single banned word—they evaluate:

- **Context** of the message.
- **Number of occurrences** of risky terms.

- **Placement** (subject vs body vs footer).
- **Spelling** and formatting tricks (ALL CAPS, excessive punctuation, multi-color hype text).

Avoid classic aggressive sales language that contributes to spam-folder placement. If campaigns stay **pending**, review copy for suspicious expressions—see [Why Aren't My Emails Being Sent?](#)

A thoughtful footer with business identity and compliance links can also dilute trigger-heavy promotional blocks when used responsibly—not as a trick to evade filters, but as balanced, transparent messaging.

3.4 Make It Easy to Unsubscribe

Talking about unsubscribes while chasing deliverability can feel counterintuitive—but the logic is clear. When someone no longer wants mail, they will either:

- **Unsubscribe** (best for your reputation).
- **Stop opening** (hurts engagement metrics).
- **Report spam** (catastrophic for deliverability and can contribute to blocklisting).

Highlight the **unsubscribe option** clearly in every marketing email. A simple one-step process improves CAN-SPAM and GDPR alignment, lowers complaints, and leaves you with a list of people who still want your offers.

Customize your footer responsibly in email settings; remove default badges only when your footer still meets legal and transparency expectations.

Monitor Statistics and Act

Inside [systeme.io](#), track:

- **Open rate** — engagement benchmark (about 20% minimum target on platform guidance).
- **Click rate** — relevance of content and offers.
- **Bounce rate** — list quality and DNS/recipient issues.
- **Unsubscribe rate** — frequency or fit problems.
- **Spam complaints** — treat as urgent review of list source and copy.

On large lists, systeme.io groups senders into reputation pools based on performance thresholds—good habits move you toward lower-risk pools and better shared infrastructure treatment.

Deliverability Checklist

- Authenticated domain + DMARC + verified sender address.
- Professional From address on your own domain.
- Opt-in only; proof of consent for imports.
- Bounced and unsubscribed contacts removed routinely.
- Subject lines tested; no raw first-name tokens in subjects.
- Copy reviewed for spam triggers and misleading claims.
- Visible, easy unsubscribe on every marketing send.
- Statistics reviewed after each major campaign.

Troubleshooting

Issue	Likely Cause	Recommended Action
Spam folder placement	Weak auth or spammy copy	Finish DNS auth; rewrite subject/body; clean list.
Rising bounces	Stale or bad import	Delete bounced contacts; validate CSV before import.
Low opens	Inactive subscribers	Segment or remove non-engagers; improve subjects.
Spam complaints spike	Non-permission list or over-mailing	Stop broad sends; audit consent and frequency.
Pending sends	Platform review	Do not resend repeatedly; fix content or wait for verification.
Promotions tab only	Engagement/reputation	Warm engaged segments; valuable content; consistent habits.

Frequently Asked Questions

What is deliverability?

Inbox placement vs spam/junk filtering.

Three technical must-dos?

Authenticated domain, clean bounced/unsubscribed, permission-only sends.

First name in subject?

Avoid direct merge fields in subject lines.

Why easy unsubscribe?

Reduces spam reports and protects reputation.

Simple tips vs this article?

Start with the improve deliverability guide; use this page for detailed ongoing best practices.

Related Resources

- [How to Improve Your Email Deliverability](#)
- [How to Authenticate Your Domain Name for Email Sending](#)
- [How to Create a DMARC Record](#)
- [Why Aren't My Emails Being Sent?](#)

Apply best practices and run email, funnels, and CRM on [systeme.io](#).

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