

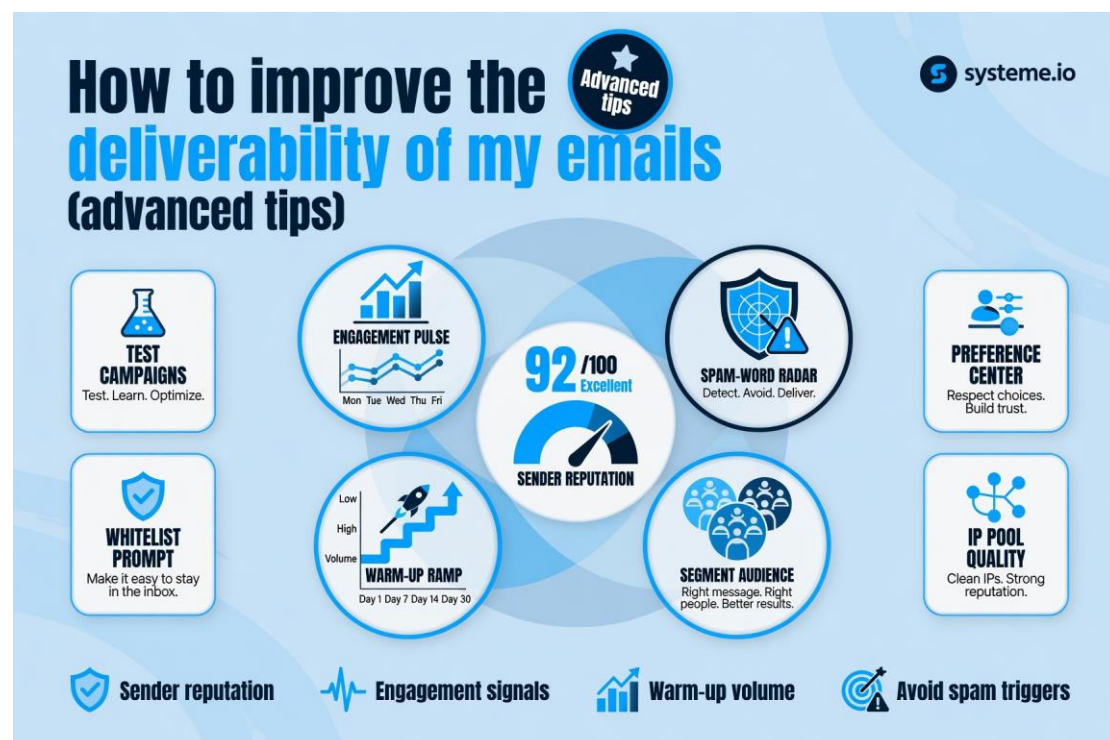
How to Improve the Deliverability of My Emails (Advanced Tips)

Introduction

You already know the basics—consent, authentication, and list hygiene. This article covers **advanced tips** and **rules** from official [systeme.io](https://systeme.io/help/article/1643) help (article 1643) so your deliverability stays optimal as you scale broadcasts and automations.

Critical point: deliverability depends above all on **your practices**, not the platform alone. You must **measure** statistics and react when bounce, spam, or open metrics drift.

For simple tips first, read [How to Improve Your Email Deliverability](#) and [Good Practices for Email Deliverability](#).



Five Practical Pillars

From a practical standpoint, systeme.io advises five ongoing actions:

1. **Use a personalized and authenticated domain name** (professional From address + DNS setup).
2. **Regularly clean** your contact list—bounced, unsubscribed, and **especially contacts who no longer open** your emails.
3. **Send only** to people who **agreed** to receive your mail.
4. **Understand the indicators** in your emails and account (sending pools).
5. **Analyze your statistics** after campaigns and over time.

There is **no magic wand**—these habits compound into better inbox placement and better shared IP treatment.

1. Personalized and Authenticated Domain

Many receiving servers filter streams with spam filters. Mail without proper authentication is more likely to be rejected or junked. Use a **professional address on your own domain** and complete authentication in Settings → Emails.

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

2. Advanced List Cleaning

Providers **penalize low opens**. Inactive and unsubscribed contacts drag down campaign averages and your sender profile.

Delete or stop mailing:

- **Bounced** contacts (see bounced-status help; delete periodically).
- **Unsubscribed** contacts—never remarket without new consent.
- **Inactive** subscribers who no longer open or click.

2.2 Delete inactive addresses: tag inactive segments first, then choose:

- **Re-engagement campaign**—only if the list is **segmented**; mass re-engagement on an unsegmented base is not recommended.
- **Permanent removal**—use CRM filters and delete by your chosen timeframe (see [How to Manually Clean Your Email List](#)).

Caution

Avoid aggressive win-back mail to contacts inactive for a very long time—they may spam-report because they no longer remember you.

3. Permission-Only Sending

Advanced deliverability still rests on **explicit consent**. Purchased or scraped lists create spam complaints, pool demotion, and possible suspension of sends. Document opt-in sources for imports and audits.

4. Understand Pools and Indicators

On systeme.io, users are divided into **pools**; each pool uses a different set of **IP addresses**. The reputation of those IPs is a major deliverability factor—your metrics determine which pool you occupy.

- **Green pool** — excellent statistics.
- **Yellow pool** — average statistics.
- **Red pool** — poor statistics.
- **Quarantine pool** — new users or very bad statistics.

The platform is transparent about grouping so you can improve habits and move toward **low-risk** pools. Related thresholds used for large-list guidance often target roughly: **open rate > 20%**, **spam rate < 0.25%**, **bounce rate < 0.7%** for the best tier—treat these as directional goals, not guarantees.

5. Analyze Your Email Statistics

systeme.io monitors user activity to protect shared infrastructure. You should mirror that discipline in your dashboard after every major send.

Three main statistics:

- **Bounce rate** — percentage of messages rejected by receiving servers vs sent volume.
- **Spam reports** — contacts who manually mark your mail as spam, and the rate vs opens.
- **Open rate** — opens vs emails sent (engagement signal for ISPs).

Interpret metrics together: a single weak open rate may be noise; rising bounces plus spam complaints plus falling opens is a deliverability emergency—pause volume, clean the list, and review content.

Spam Words and AI Filtering

Spam detection uses **artificial intelligence**. Filters weigh:

- **Context** of the message.
- **Frequency** of risky terms.
- **Placement** (subject, body, footer).
- **Spelling** and formatting tricks.

Avoid spam-trigger language; test subject lines on small segments before full blasts. Do not put raw {{First name}} merge tokens in subjects—personalize in the body instead (see good-practices article).

Unsubscribe vs Spam Reports

When a recipient does not want your mail, they typically:

1. **Unsubscribe** (best for your reputation).
2. **Stop opening** (hurts engagement metrics).
3. **Report spam** (catastrophic—can contribute to **blacklisting** by providers).

Make unsubscribe **visible and easy**. Unsubscribing is far better than spam complaints or silent disengagement. Never disable unsubscribe on marketing campaigns to chase short-term clicks.

Warm-Up, Segmentation, and Consistency

Advanced senders on systeme.io also:

- Mail **engaged segments first** after migrations or domain changes.
- Increase volume gradually instead of one-shot cold blasts.
- Keep a **consistent** sending rhythm ISPs can trust.
- Use **tags** for relevance—valuable content beats promotion-only bursts.
- Encourage whitelist/add-to-contacts in welcome mail when appropriate.

First-week guidance overlaps with the official “first few days” deliverability article on the help center—apply it whenever you reset reputation.

Troubleshooting

Signal	Likely Cause	Advanced Response
Moved to yellow/red pool	Weak opens or rising spam/bounce	Clean inactive; mail engaged only; fix content.
Spam rate climbing	Irrelevant sends or bad list source	Stop broad campaigns; audit consent; easy unsubscribe.
Bounce rate above	Stale import or typos	Filter Bounced; delete; verify

target		CSV before import.
Re-engagement backfired	Unsegmented stale list	Tag first; smaller cohorts; sunset long-term non-openers.
Pending or throttled sends	Platform risk controls	See pending-email article; do not resend blindly.
Blacklisting suspected	High complaint volume	Pause marketing; support + list audit; rebuild habits.

Frequently Asked Questions

What are sending pools?

Shared IP groups by reputation tier—green, yellow, red, quarantine.

Five advanced pillars?

Auth domain, clean list, permission, understand pools, analyze stats.

Top metrics?

Bounces, spam reports, opens—read together.

Re-engage everyone?

Only on segmented lists; avoid mass stale win-back.

Quick fix?

No—consistent practices over weeks move pools and inbox placement.

Related Resources

- [How to Improve Your Email Deliverability](#)
- [Good Practices for Email Deliverability](#)
- [How to Manually Clean Your Email List](#)
- [Why Aren't My Emails Being Sent?](#)

Apply advanced deliverability habits on [systeme.io](#).

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