

How to Improve Your Email Deliverability

Introduction

Email deliverability is whether your messages reach the **primary inbox**—or get filtered into spam, promotions, or blocked entirely. On systeme.io, you can send unlimited emails, but inbox providers still judge every send based on reputation, engagement, authentication, and content.

This guide summarizes the **simple tips** from official help (article 157) and connects them to technical setup and troubleshooting elsewhere in Launch Business Pro. If you already know the basics, also study advanced best-practices articles on systeme.io for deeper rules.



What Influences Deliverability?

Many factors shape whether your next campaign lands well:

- **Quality of the sending address** — personalized, authenticated domain with good reputation.
- **List quality** — permission-based, engaged subscribers.

- **Engagement signals** — opens, clicks, and low spam complaints.
- **Technical authentication** — SPF, DKIM, and DMARC alignment.
- **Message content** — subject lines and body that do not look like bulk spam.
- **Sending patterns** — sudden huge blasts to cold or imported lists.

Deliverability is not a one-time checkbox—it is the result of habits you repeat every week.

1. Only Send to People Who Agreed to Receive Email

This is the **foundation** of good deliverability. Mailbox providers and systeme.io both expect **explicit consent** before you market to someone.

- Use opt-in forms, lead magnets, and checkout flows where subscribers **choose** to join.
- **Do not import** contact lists bought on the internet or scraped from the web—this is forbidden and triggers complaints.
- Keep proof of consent (timestamp, source, double opt-in where appropriate) for GDPR and platform trust.
- Honor **unsubscribes** immediately; marketing to people who opted out destroys reputation.

Remember

A small list that wants your emails outperforms a huge list that ignores or reports you.

2. Keep Your Open Rate Above 20%

A large list feels impressive—but if recipients stop opening or clicking, providers infer your mail is unwanted. That drags down future inbox placement for everyone on the list.

Benchmark: aim to keep your **open rate at a minimum of about 20%**. Click-through rate around 2% is another healthy signal many marketers track alongside opens.

List hygiene habit: on a weekly or bi-weekly rhythm (depending on how often you send), find contacts who have **not engaged in the past 3 months** and remove or segment them out of regular broadcasts. Send re-engagement campaigns first if you prefer a softer approach.

When you migrate to systeme.io, prioritize **most engaged contacts** for early sends so your new account builds positive signals quickly.

3. Authenticate the Domain You Send From

Receiving servers often **reject or junk** mail that fails authentication. Use a **professional email address on your own domain**—not Gmail or Hotmail as your marketing From address—and complete DNS setup in Settings → Emails.

Authentication stack for systeme.io senders:

- **Three CNAME records** generated in the platform.
- **DMARC TXT** at `_dmarc`.
- **Confirmed sender address** on that domain.

Step-by-step guides: [How to Authenticate Your Domain Name for Email Sending](#) and [How to Create a DMARC Record](#).

SPF, DKIM, and DMARC are no longer optional extras—they are the baseline for trust with major inbox providers.

Technical Hygiene: Three Ongoing Actions

From best-practices help, monitor statistics and routinely:

1. **Use an authenticated domain name** for all marketing and key automations.
2. **Clean your contact list**—remove **bounced** and **unsubscribed** statuses; do not keep mailing them.
3. **Send valuable content** people expect, on a predictable schedule they opted into.

If sends stay **pending** or pause, read [Why Aren't My Emails Being Sent?](#) before blasting the same campaign again.

Content and Spam Triggers

Even with perfect DNS, spammy copy hurts you:

- Avoid misleading subject lines and ALL CAPS hype.
- Limit aggressive sales language that triggers platform spam-word holds.
- Include a clear **unsubscribe** link—unsubscribe is far better than spam complaints or silent non-opens.

- Plain-text or lighter HTML emails often perform well for deliverability; heavy image-only layouts can weigh messages down.
- Encourage subscribers to add you to contacts or whitelist your From address when appropriate.

Regular spam reports can lead to **blacklisting**—recovery is slow. Make unsubscribing easy and content relevant.

Warm-Up When You Are New or Scaling Volume

New accounts on systeme.io may send in **batches of 100** with verification pauses. Large imports can trigger temporary suspensions. Treat your first weeks as a **warm-up**:

- Start with engaged subscribers and strong welcome sequences.
- Increase volume gradually instead of one-shot mega-broadcasts to a cold import.
- Keep the same domain and From address when reputation is good; changing them resets trust.
- If you must change domain, ramp sends slowly on the new identity.

Monitor Campaign Performance

Watch your email statistics inside systeme.io:

- **Open rate** — target $\geq 20\%$.
- **Click rate** — healthy lists often see around 2% or better depending on niche.
- **Bounce rate** — investigate and remove invalid addresses quickly.
- **Unsubscribe rate** — spikes may mean frequency or relevance problems.
- **Spam complaints** — treat as urgent; review list source and content.

A drop in opens alone is not always a crisis—but combined with rising bounces or complaints, it signals a deliverability problem to fix immediately.

Troubleshooting

Symptom	Likely Cause	Recommended Action
Mail goes to spam	Weak authentication or cold list	Complete domain + DMARC; mail only opted-in engaged contacts.
Open rate under 20%	Inactive subscribers diluting stats	Segment or remove 3-month non-openers; improve subject lines.
Sudden drop after	New IP/domain	Send to engaged users first; avoid

migration	reputation	huge immediate imports.
High bounces	Bad addresses in import	Clean CSV; delete bounced contacts in CRM.
Campaign pending	Platform verification	See pending-email article; do not resend repeatedly.
Authentication warnings	DNS errors or duplicate DMARC	Re-check CNAMEs and single TXT at _dmarc.

Frequently Asked Questions

What is deliverability?

Inbox placement versus spam/promotions filtering.

What open rate target?

At least about **20%** on systeme.io guidance.

Can I use purchased lists?

No—explicit consent only.

Must I authenticate my domain?

Yes, with professional From address and confirmed sender.

How do I clean my list?

Remove bounced and unsubscribed; prune long-term non-engagers.

Related Resources

- [How to Authenticate Your Domain Name for Email Sending](#)
- [How to Create a DMARC Record](#)
- [Why Aren't My Emails Being Sent?](#)
- [How the \[systeme.io\]\(https://systeme.io\) Affiliate Program Works](#)

Improve deliverability and run funnels, email, and CRM together on systeme.io.

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