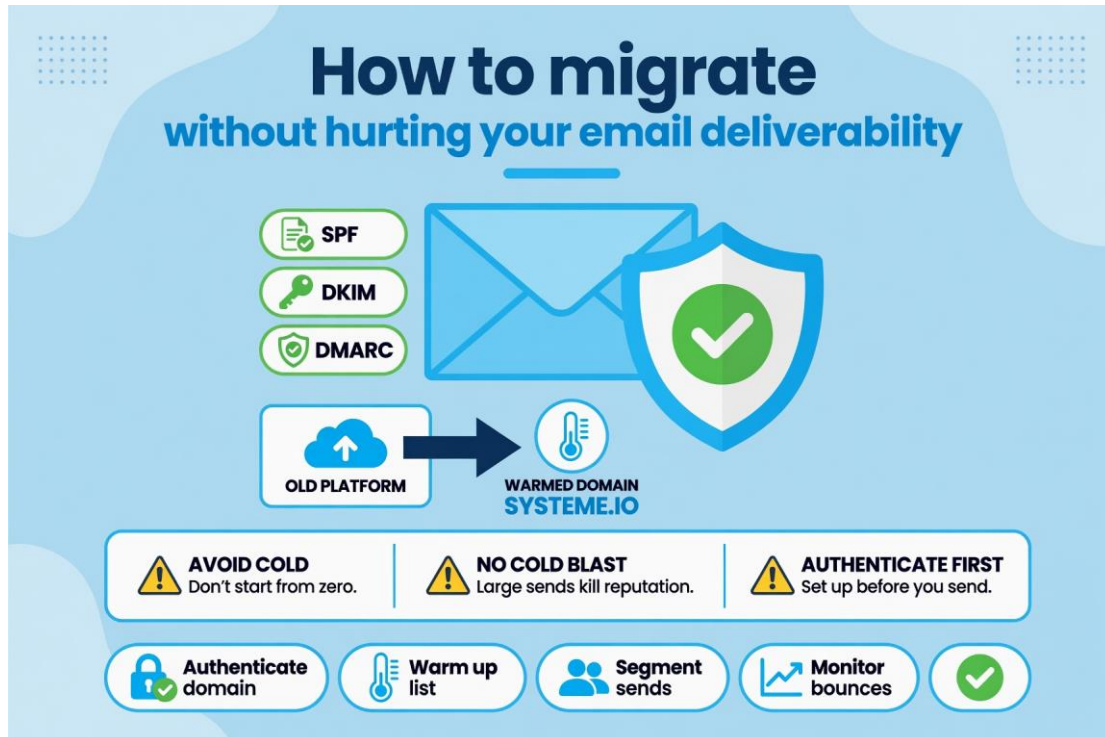


How to Migrate Without Hurting Your Email Deliverability?



Introduction

Moving your business to systeme.io often means importing thousands of contacts and switching sending infrastructure overnight. If you blast the full list on day one without authentication or list hygiene, **Gmail, Outlook, and Yahoo can throttle or spam-folder your domain** for weeks.

This guide follows systeme.io's migration deliverability playbook (see [How to migrate without hurting your email deliverability?](#)) plus related guides on [Migration of your contact list to systeme.io: what you need to know before getting started](#) and [How to improve your email deliverability](#).

Bottom line: deliverability after migration depends more on **your practices** than on the old ESP brand—clean data, consent, DNS auth, and gradual volume win every time.

Prepare and Export Your Contact List

Before import, export from your current autoresponder or CRM as **CSV** and audit columns:

- Email (required), first name, last name
- **Status** (subscribed / unsubscribed)
- Registration or opt-in date
- **Tags** and segments

Segment by engagement before you import everything: if you emailed recently, prioritize contacts who **opened in the last 30, 60, or 90 days**. Inactive addresses drag down reputation when you resume sending.

Map fields during import per [Essential steps to import contacts successfully](#). Assign tags so automations and broadcasts stay targeted ([How to create a tag](#)).

Note: you *can* import unsubscribed contacts—they receive **unsubscribed** status automatically and will not get mail from systeme.io.

Clean the Database Before Import

Once sorted, enforce list quality:

- **Remove duplicates**, invalid, and long-inactive addresses
- Use filters in your old tool—or a verification service for risky addresses (hard bounces, spam traps)
- **Keep proof of opt-in**; the migration team may request it for compliance
- **Do not reactivate** unsubscribed or deliberately inactive contacts
- Ensure **tags and segments** are assigned correctly on import

GDPR / consent: import **only** people who explicitly agreed to receive your emails. On systeme.io it is **forbidden** to import bought lists, scraped lists, or contacts without permission ([How to improve your email deliverability](#)).

Violating consent rules triggers spam complaints, account review, and long-term domain damage—not a risk worth taking to “save” a few thousand dead emails.

Avoid Sending From Two Tools at Once

During migration, your old platform can stay live for funnels and pages, but **do not run the same marketing broadcasts from both ESPs** to the same

audience. Duplicate messages increase unsubscribes and confusion; overlapping sends from a new IP/domain without warmup hurts reputation.

Plan a **cutover window**:

1. Pause large campaigns on the old tool
2. Authenticate domain on systeme.io
3. Import contacts
4. Resume with **warmed, smaller** sends on systeme.io only

For done-for-you business migration, lists are often imported by the team—still apply cleaning and consent rules before handoff ([How to get a free migration to systeme.io](#)).

Authenticate Your Domain (SPF, DKIM, DMARC)

Authentication is **non-negotiable** after migration:

- **SPF** — authorizes systeme.io to send for your domain
- **DKIM** — cryptographic signature on messages
- **DMARC** — policy alignment for receivers

Follow [How to authenticate your domain name for email sending](#) and [How to add a custom domain to your systeme.io account](#). Use a **dedicated sender** (e.g. news@yourdomain.com)—not a free Gmail address—for broadcasts.

Create **Google Postmaster Tools** for your domain so you can monitor reputation ([How to create a GPT account for your domain name and allow us to access your data](#)). During full data migration, authentication is often handled with the team unless you choose to DIY.

Warm Up Sending After You Switch ESP

Changing email providers means **new sender reputation** with ISPs—even if you “always sent 50,000 emails” elsewhere. You must **start at lower volume** on systeme.io and increase gradually (**email warming**).

Warming helps you:

- Establish reputation with Gmail, Outlook, Yahoo
- Reduce blocks and spam-folder placement on a new platform

Practical approach:

- Week 1: most engaged segment only (e.g. 30-day openers), modest daily cap
- Add volume and broader segments each week if bounce/spam rates stay healthy
- Delay massive launches or cold reactivation until reputation stabilizes

Details align with [Migration of your contact list to systeme.io: what you need to know before getting started](#) (email warming section).

Sending Habits That Protect Deliverability

- Send only to people who **opted in**
- Use clear subject lines; avoid spam triggers and misleading promises
- Include working unsubscribe and physical mailing info where required
- Segment with tags—don't one-shot the entire imported file
- Use systeme.io **list cleaning** and remove hard bounces promptly
- Check your **deliverability user group** in the dashboard and improve practices if you're in a restricted tier

More tactics: [email deliverability tips on the systeme.io blog](#).

Monitor After Migration

- Watch **bounce rate** and spam complaints on first campaigns
- Compare open rates to your old ESP baseline (allow 1–2 weeks of warmup variance)
- Postmaster Tools: watch domain reputation trend
- If deliverability drops, **pause volume**, re-audit list segment, fix DNS, then resume warming

When importing manually, review the import report for mismapped columns ([Essential steps to import contacts successfully](#)). Optional: subscribe imports to a welcome campaign via [How to subscribe contacts to a campaign when importing a contact list](#)—only for consented, engaged contacts.

Mistakes That Kill Deliverability

- ☐ Importing entire historical list including years of non-openers
- ☐ No SPF/DKIM/DMARC before first broadcast
- ☐ Full-list send day one on new platform
- ☐ Bought or scraped lists
- ☐ Reactivating unsubscribed users as “subscribed”
- ☐ Identical blast from old ESP and systeme.io same week

Frequently Asked Questions

Can I import purchased lists?

No. Explicit consent only—policy and deliverability both forbid purchased/scraped data.

Must I warm up if I had a big list before?

Yes. New provider = rebuild reputation; ramp volume gradually.

Are unsubscribed contacts allowed in import?

Yes—they stay unsubscribed and won't receive email.

Does migration team handle DNS?

Often **yes** on full migrations unless you opt to self-serve authentication.

systeme.io vs Mailchimp/AWeber deliverability?

Platform matters less than **hygiene, consent, auth, and warming**; systeme.io also shows deliverability groups so you can improve behavior.

Related Resources

- [How to migrate without hurting your email deliverability?](#)
- [Migration of your contact list to systeme.io: what you need to know before getting started](#)
- [How to authenticate your domain name for email sending](#)
- [How to get a free migration to systeme.io](#)
- [How to improve your email deliverability](#)

Migrate your stack on [systeme.io](#) —but protect the asset that matters most: **your domain's ability to reach the inbox.**

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