

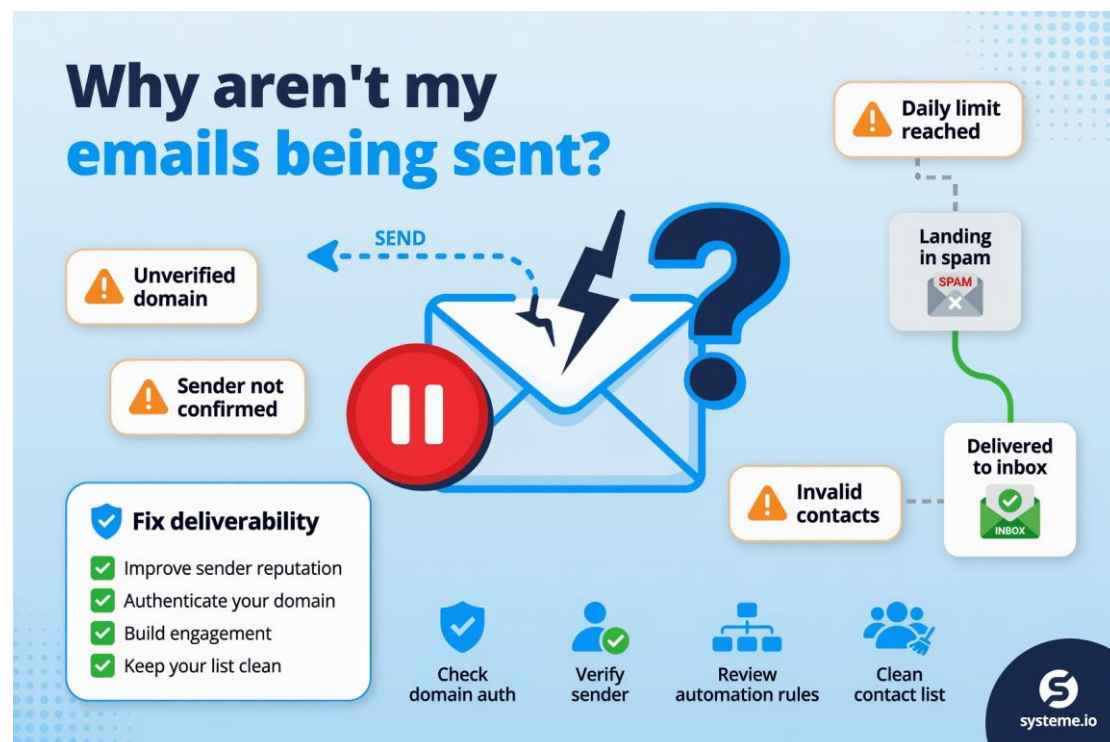
Why Aren't My Emails Being Sent?

Introduction

You scheduled a broadcast, launched an automation, or hit Send on a campaign—and nothing moves. Or the status stays **pending** for hours. That is frustrating, especially when your funnel and list are ready to go live.

On systeme.io, you can send an **unlimited** number of emails on every plan. Sending is not blocked to upsell volume—but the platform runs **deliverability safeguards** that can pause outbound mail while checks complete.

This guide explains the three main reasons official help gives for paused sending, what to do **instead of resending repeatedly**, and setup issues (domain and sender) that prevent mail from going out at all.



Pending Status: Do Not Resend Multiple Times

If you try to send an email and it does not go out—showing as **pending**—**resending it multiple times is unnecessary**. Duplicate sends do not bypass verification; they can clutter your campaigns and confuse reporting.

Wait for the platform to finish its review, fix the underlying cause (authentication, list quality, or message content), then monitor status in **Emails** rather than triggering the same broadcast again and again.

Best Practice

Send a small test to yourself after domain and sender are verified, before mailing a large imported list.

Before You Send: Domain and Sender Setup

Some issues are not “pauses” but **hard requirements**. You cannot reliably send marketing mail from a professional address until:

- Your **domain is authenticated** (DNS CNAME and DMARC records in Settings → Emails).
- Your **sender email address is confirmed** on that same domain.
- You use a **custom domain address**—not a free webmail provider (Gmail, Hotmail, etc.) as your From address.

If you see messages like “you need to authenticate its domain” or “empty sender email address,” complete authentication and verification first. See [How to Authenticate Your Domain Name for Email Sending](#) for the DNS walkthrough.

Situation 1: New User Email Verification

To protect deliverability for everyone on the platform, [systeme.io](#) applies extra checks on **recent accounts**.

How it works in detail:

- The **first batch** goes to **100 contacts** (100 emails).
- After that batch, sending is **temporarily interrupted** while initial statistics are analyzed.
- This verification can last from a few minutes up to **six hours**, depending on volume in the queue.
- If results are **satisfactory**, the next 100 emails are sent, and verification repeats after each batch of 100 until you reach **500 emails** sent under this process.

New senders should plan a short warm-up: quality content, engaged subscribers, and realistic volume on day one—not a cold blast to tens of thousands of imported addresses.

Situation 2: Temporary Suspension After Importing a List

When you **import a contact list**, email sending may be **temporarily paused** while the system assesses deliverability risk. Large or risky imports (invalid addresses, no consent, high complaint potential) trigger stronger scrutiny.

Reduce the chance of a long pause:

- Import only contacts who **explicitly consented** to your emails (GDPR and CAN-SPAM expectations).
- **Clean the list** first—remove duplicates, typos, and inactive addresses.
- Fix **invalid rows** before confirming import; high bounce or complaint rates hurt your account reputation.
- Consider subscribing imported contacts to a welcome sequence gradually rather than one massive immediate broadcast.

If import warnings mention account restrictions until invalid data is cleared, resolve those rows before expecting normal send speed.

Situation 3: Suspicious or Spam-Like Words

If an email contains **words or expressions that may be considered spam**, the system can **put sending on hold** for manual or automated review.

What to do:

- Review subject lines and body copy for aggressive sales language, misleading claims, or classic spam triggers.
- Balance promotional text with useful content and a clear unsubscribe path.
- Edit the message, save, and allow the platform to re-evaluate—avoid duplicate resends while status is pending.
- Follow general deliverability guidance: authenticated domain, engaged list, consistent sending patterns.

Other Common Reasons Emails “Don't Send”

Not every issue is one of the three pauses above. Also verify:

- **Campaign status** — drafts or paused automations do not send until published and triggered.

- **Contact subscription** — contacts must be subscribed to the campaign or automation rule that should fire the email.
- **Unsubscribed or bounced contacts** — they are excluded from marketing sends.
- **Automation rules** — missing triggers or filters can mean the sequence never starts (often mistaken for a platform outage).
- **Delays in sequences** — welcome emails may wait hours or days by design; check delay settings on the first step.

Improve Long-Term Deliverability

- Use your **own domain** and build sender reputation over time.
- Remove **bounced** and **unsubscribed** contacts regularly.
- Target **engaged** readers (opens and clicks matter to inbox providers).
- Avoid purchased lists and cold imports without consent.
- Keep DNS records correct—especially if you use Cloudflare (CNAME **DNS only**, not proxied).

Strong deliverability on systeme.io is a mix of technical setup, list hygiene, and sending discipline—not only fixing one stuck campaign.

Troubleshooting Table

Symptom	Likely Cause	What to Do
Stuck on pending after first send	New user batch verification	Wait up to 6 hours; do not resend repeatedly; improve engagement metrics.
Paused right after CSV import	Import review / list quality	Clean list, fix invalid rows, ensure opt-in consent.
Single campaign never leaves queue	Spam-word hold	Revise subject and body; reduce trigger language.
Error about domain or sender	Not authenticated or verified	Complete Settings → Emails domain + sender steps.
Automation silent	Rule or trigger misconfiguration	Audit workflow trigger, tags, and subscription to campaign.
Only some contacts receive mail	Unsubscribed/bounced status	Filter contacts; remove or segment non-mailable statuses.

Frequently Asked Questions

Are emails unlimited on all plans?

Yes, with deliverability checks that may pause sending temporarily.

Should I click Send again if pending?

No—multiple resends are unnecessary when the platform is verifying.

Why 100 emails at a time on new accounts?

Batch verification protects platform reputation; repeats until 500 emails with checks between batches.

Why pause after import?

Temporary suspension while list quality and risk are evaluated.

Can I use Gmail as sender?

You need a confirmed address on your authenticated custom domain for proper sending setup.

Related Resources

- [How to Authenticate Your Domain Name for Email Sending](#)
- [How to Use the Booking Calendar Feature on **systeme.io**](#)
- [How the **systeme.io** Affiliate Program Works](#)

Fix deliverability and run email, funnels, and CRM on one platform—try [systeme.io](#).

Last updated: July 2, 2026