





# Primer on Email Deliverability

	Do This	Avoid This
<b>Domains</b> 	<ul style="list-style-type: none"> <li>• Use multiple domains with different TLDs</li> <li>• Use multiple email service providers</li> <li>• Setup SPF, DKIM, DMARC</li> </ul>	<ul style="list-style-type: none"> <li>• Don't send from your main brand domain</li> <li>• Avoid spammy TLDs</li> <li>• Avoid transactional email providers</li> </ul>
<b>Lists</b> 	<ul style="list-style-type: none"> <li>• Verify email addresses and plan for catch-alls</li> <li>• Use unique list sources</li> <li>• Tap multiple providers for segmentation</li> </ul>	<ul style="list-style-type: none"> <li>• Don't forget terms of service and legal compliance</li> <li>• Avoid outdated data</li> <li>• Don't ignore unsubscribe or opt-out requests</li> </ul>
<b>Copy</b> 	<ul style="list-style-type: none"> <li>• Write less—fewer than 100 words per email</li> <li>• Varied content has an 8/10 impact per Smartlead.ai</li> <li>• Learn from frameworks</li> </ul>	<ul style="list-style-type: none"> <li>• Avoid complicated sentences and long words</li> <li>• Minimize links, images, attachments, and rich text</li> <li>• Avoid multiple questions</li> </ul>
<b>Sending</b> 	<ul style="list-style-type: none"> <li>• Send less per account—fewer than 50 emails/day</li> <li>• Space time between emails</li> <li>• Aim for a reply rate over 5% and maintain warming</li> </ul>	<ul style="list-style-type: none"> <li>• Don't bury a single recipient domain with emails</li> <li>• Don't send 24/7</li> <li>• Avoid running only one campaign at once</li> </ul>

• April 2023 • Subject to Change • Reader Discretion Advised •