

@email Composed

FIXING YOUR EMAIL DELIVERABILITY

The Exact Blueprint We Used
To 6x Revenue From Emails
For a DTC Brand

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& The Email Composed Team

How Good Or Bad Is Your Deliverability?

Are you experiencing any of the following issues:

- ✗ Low click rates
- ✗ Low open rates
- ✗ High unsubscribe rates
- ✗ High bounce rates
- ✗ High spam complaints rate

It might indicate you have deliverability issues. This can really hurt the revenue you're getting from emails.

When we audit brands, we often find deliverability issues that reduce their email revenue by at least half!

Fixing deliverability can easily x3 your open rate, which can translate into big \$\$\$ gains.

Here's an example of a DTC brand we recently started working with, in the fitness apparel niche.

This is a Klaviyo Advanced Report screen for one of the campaigns they sent before starting to work with us:

The image displays two screenshots of a Klaviyo Advanced Report titled '@email Composed'. The top screenshot, labeled 'BEFORE', shows performance by email domain. The 'gmail.com' row is circled in red, with its 'Opens' rate of 12.7% and 'Clicks' rate of 0.2% also circled in red. The bottom screenshot, labeled 'AFTER', shows the same report two months later. The 'gmail.com' row is circled in green, with its 'Opens' rate of 37.8% and 'Clicks' rate of 3.0% also circled in green. Arrows point from the 'BEFORE' values to the 'AFTER' values, highlighting the improvement.

Domain	Sent	Bounces	Opens	Clicks	Placed Order
gmail.com	1,500 (35.9%)	0.2% (3 recipients)	12.7% (190 recipients)	0.2% (2 recipients)	0%
Other	1,338 (33.6%)	1.8% (25 recipients)	20.7% (277 recipients)	1.2% (16 recipients)	0.3% (4 recipients)
yahoo.com	471 (11.6%)	0.2% (1 recipient)	35.2% (166 recipients)	0.8% (4 recipients)	0%
hotmail.com	319 (7.8%)	0% (0 recipients)	6.9% (22 recipients)	0% (0 recipients)	0%

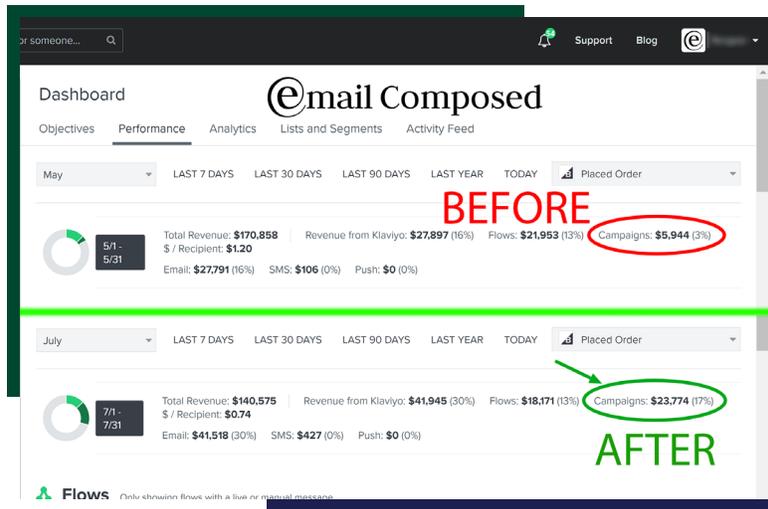
Domain	Sent	Bounces	Opens	Clicks	Placed Order
gmail.com	2,190 (49.3%)	0.3% (6 recipients)	37.8% (828 recipients)	3.0% (65 recipients)	0%
Other	958 (22.0%)	1.0% (10 recipients)	43.0% (412 recipients)	2.9% (28 recipients)	0.8% (8 recipients)
yahoo.com	711 (16.0%)	0% (0 recipients)	43.5% (309 recipients)	4.6% (33 recipients)	0%
hotmail.com	331	0%	37.2%	7.9%	0%

The **Before** screenshot was taken when we discovered the deliverability issue. Notice how the Open Rate for gmail users is very low, at 12.7% (they even had other campaigns with 6% open rate!)

The **After** screenshot was taken when a campaign was sent two months later, after we finished the deliverability overhaul. Their Open Rate is now 37.8% and even higher on some of the other email service providers!

How much revenue are you leaving on the table?

After a couple of months of deliverability deep work on this brand's email setup, as well as taking over their campaigns, we 6x their monthly revenue from campaigns:



In a minute, we'll dive deeper into the telltale signs of bad deliverability and how to fix it, so you can ensure you're not leaving money on the table like the brand above.

The advice here is based on years of experience working with over 50+ DTC brands.

We love helping our clients get the highest possible deliverability and revenue, and we also love helping and giving back to the DTC community.

For example take Matt here, who asked on a forum for advice on improving his deliverability:

MattR
March 10th, 2022 at 4:51 am

@DanielPeleg Put your advice into play: went from our avg 1.5% CR to over 3% on our last broadcast!

Thank you for the actionable advice my friend!

But... before we dive into diagnosis, planning and fixing, let's cover deliverability 101:

What is deliverability?

If your customers aren't engaging with your emails, or if your emails aren't written, designed and executed according to best practices, then Gmail and other email providers will flag your emails as spam.

This causes your emails to not be delivered to people's inboxes. That's what we call 'low deliverability'.

People not getting your emails, directly leads to lower profits for you.

Here's what happens:

When someone sends you a message, your email service provider - be it Gmail, Yahoo, Outlook, etc - needs to determine if this is a message you'd want to receive or not.

Perhaps it's from a friend, or a colleague, or a company you're in touch with, in which case it needs to go into your inbox to make sure you see it.

But perhaps it's unsolicited spam, in which case they'd want to protect you from it. Or it's an advertisement, in which case Gmail would want to place it in the Promotions tab rather than your inbox.

One of the main methods that providers use to decide that, is to keep what I call a Sender Reputation Scorecard. They keep tabs of whether emails that come from a certain domain, are they being opened? Maybe clicked? Or perhaps marked as spam?

The Reputation Scorecard also probably calculates along these lines: if an email originates from a company domain that has spotless reputation, it should be placed in people's inboxes. But if it comes from a domain where an unusually high number of people mark as spam, then clearly any future messages from this domain is likely to be spam too.

Now that we understand the common reasons for your emails not landing in people's inboxes, let's see what we can do about it:

Phase #1 – Diagnose

For your last 3 campaigns, examine them for the following metrics:

- ☑ Open Rate
- ☑ Click Rate
- ☑ Bounce Rate
- ☑ Unsubscribe Rate
- ☑ Spam Complaint Rate

Compare your numbers with this table from Klaviyo:

	Unique Open Rate	Unique Click Rate	Bounce Rate	Unsubscribe Rate	Spam Rate
Great	25% or more	2.5% or more	Less than 0.4%	Less than 0.2%	Less than 0.05%
Proficient	15-25%	1.5-2.5%	0.4-0.8%	0.2-0.3%	0.05-0.08%
Room for Improvement	10-15%	1-1.5%	0.8-1.5%	0.3-0.7%	0.08-0.15%
Critical	Less than 10%	Less than 1%	1.5% or more	0.7% or more	0.15% or more

We also like to use deliverability testing & monitoring tools to get an in-depth picture of the situation and to easily track the progress after applying our fixes. Glock Apps is highly recommended for that.

Pro tip:

when analyzing Open Rates, exclude the segment of subscribers who are Apple users, because their stats will be inflated. Klaviyo enables you to do that (it's a definition you can use when creating segments)

Phase #2 – Plan

Once you have a better picture of how good/bad your deliverability is, and how your stats compare with the benchmarks, it's time to plan your attack.

You need to attack on 3 fronts:



Let's break them down one-by-one and I'll share my BEST strategies for tackling each front.

It sometimes makes sense to handle a single front first, such as the Signals front, then examine the results and decide what other fixes are necessary, if at all.

This is especially true for the 'Infrastructure' front - it's a delicate technical setup that's best given to someone experienced to execute, and isn't always necessary.

Phase #3 – Execute

A. Deliverability Signals

To determine if your emails should land in people's inboxes, there's a variety of signals that Gmail and other Email Service Providers look for.

Unfortunately they don't provide transparency into what those signals are. But numerous tests, experiments and some common sense, revealed the following signals:

- Open Rates
- Click Rates
- Reply Rates
- Starring or marking an email as important
- Unsubscribes
- Spam Complaints
- Sender's tech setup

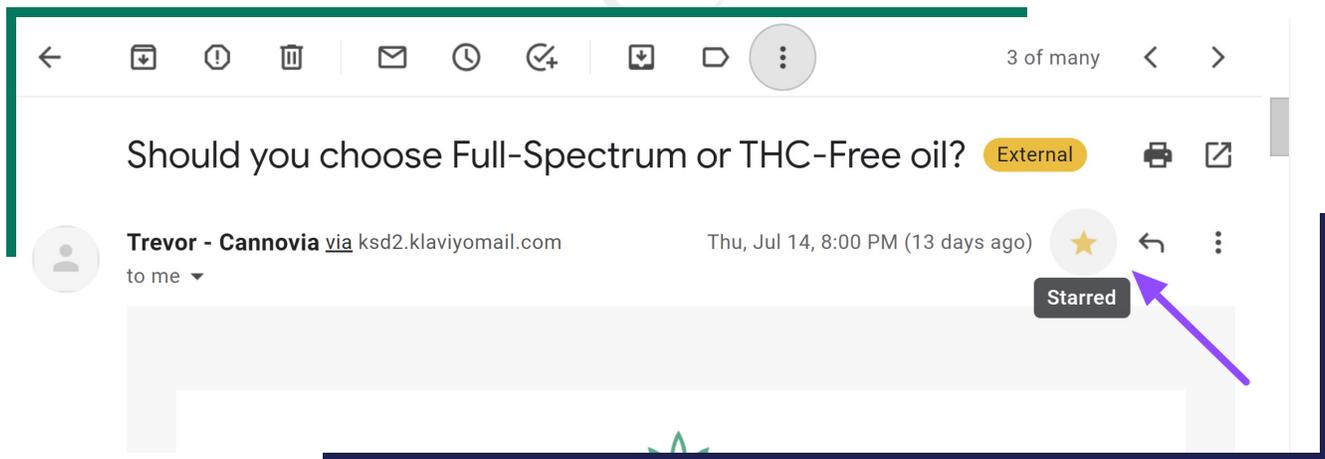
Let's take the first signal - Open Rates. If people open your emails at a rate of 25% or higher, it's a good start, but not a very strong signal.

People sometimes open emails because of curiosity or a click-baity subject line, but quickly delete it if it's not as interesting as they thought it would be. That's why you'd also need stronger signals than high Open Rates.

If someone opens your email AND clicks a link, that shows a much stronger interest.

If someone actually replies to your email, that's an even stronger signal and gives you high marks in your reputation scorecard.

Gmail and other providers have a feature that enables users to mark an email with a star or indicate that it's an important email. This could potentially be a strong positive signal as well:



The opposite is true for negative signals: if people mark your email as spam, that's a serious red flag for Gmail and a potential big hit to your sender reputation.

An unsubscribe isn't that great either, but it's less critical. After all, if someone lost interest in your communications, and found a link to Unsubscribe, it indicates to Gmail that you respect people's inboxes by providing them an option to opt out.

To conclude: if you want to hit people's inboxes to make sure they see your emails, you've got to send messages that are relevant to them, and entice them to click or reply, as well as give them an easy way to opt out.

Top tactics for deliverability-boosting signals

1. Strict engagement strategy

Show Gmail that people love getting your emails, by... sending emails only to people who would surely love your emails.

Here's how to do that: in the next 2-3 weeks, send campaigns only to your most engaged subscriber segments: those who clicked an email in the last 30 days, VIP customers who made a purchase lately, etc.

Oh, and definitely avoid the tactic of re-sending to non-openers, until your deliverability numbers shine again!

Pro tip:

some flows are great for deliverability signals because they have high open rates:

- Post purchase flow
- Lead Conversion Welcome flow
- Abandoned Checkout

Consider temporarily turning off flows that are less likely to be engaged with, such as a Win-back flow and a Sunset flow.

2. Getting replies from subscribers

Replies are strong signals of sender reputation. You need to actively encourage as many replies as possible.

Here's how to do it:

- ✓ Add copy to your flows to ask for a reply when appropriate.
- ✓ Sign off some of your campaigns with a request for reply (best for nurture campaigns, not sales events)
- ✓ A giveaway campaign that asks them to reply to a question about the product, for a chance to win a cool prize. Example: "What's your favorite color/flavor/etc".

3. Update the 'From' address

Your 'From' address might already be frowned upon by Gmail or other email providers, so a great hack is to start with a fresh address that might 'reset' it - but only if you follow the other steps here, so you utilize better sending practices with the new address!

Example: if you're sending from info@yourbrand.com consider changing it to: support@yourbrand.com or even the name of a customer service agent, e.g: name@yourbrand.com

This needs to be changed in Klaviyo settings and in all the flows.

4. Personalization

Add first names to the email body in all campaigns. You can also occasionally sprinkle the subscriber's first name in subject lines.

This is a signal to Gmail that you know the recipient name, which makes it a bit less likely you're an outright spammer.

Pro tip:

If your popup doesn't collect first names, make sure it does, moving forward.

B. Creatives

The following tactics utilize the content and creatives in your emails, to improve deliverability or avoid mistakes that otherwise continue to harm your deliverability.

1. Campaign segmentation

Segmentation enables higher Open Rates and better subscriber engagement & retention.

Instead of sending campaigns to your entire list, you need to send to segments of people who previously engaged with your content or recently purchased.

It's also a great idea to segment your list according to interests. For example: send campaigns on dog supplements to people who already purchased products for their dog. Avoid sending these people offers for cat supplements (unless you're sure they're parents of both a dog and a cat...)

2. Text-To-Image ratio

Do not send emails that are image-only. This could trigger spam filters and pose a serious risk to your deliverability

Instead, pay close attention to the following factors:

- Have at the very minimum 500 text characters in any email
- Keep a ratio between text and images of at least 60:40 (in favor of text)
- Avoid large, heavy images. Best practice: png files smaller than 1MB. Besides putting your email at danger of triggering a spam filter, heavy images make for a poor user experience as they download slowly.

Pro tip:

to increase the number of characters, consider adding a longer, text-based footer with interesting information about the brand, what it stands for, benefits, etc.

This helps the email to weigh more towards text on the text/image ratio. Font can be smaller, but not ridiculously small - make it a readable size.

3. Plain-text-only emails

Email service providers tend to place plain-text-only emails in the inbox rather than Promotions or other tabs. However this isn't always the case.

It's a good idea to perform split tests to know if you're getting better deliverability with emails sent as text-only.

However there are a few caveats to consider:

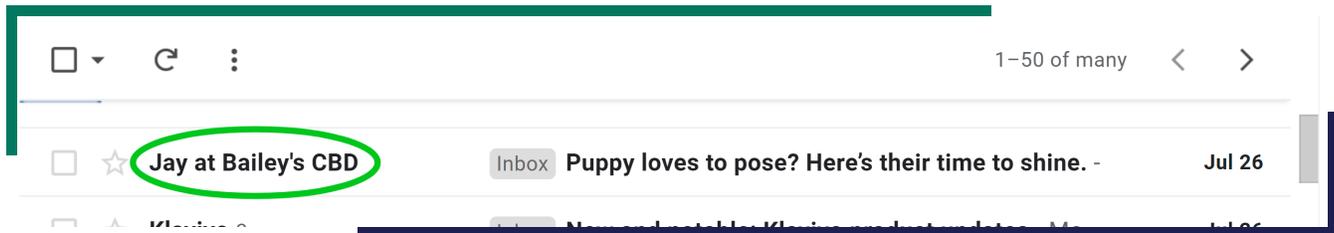
- ✗ While you can get better Open Rates, due to being placed in the recipient's inbox, you might get lower Click Rates. We've found text-based emails to not convert as well when it comes to clicks and Placed Orders. This is especially the case with products that are aesthetics-based such as fashion & apparel.
- ✗ You lose the opportunity to have a branded email, that your subscribers can immediately recognize and associate with your brand
- ✗ Text-based emails are better reserved for nurture-type emails rather than promotions. Not only because you're likely to get less clicks from buyers... also because a high concentration of words such as "Sale", "Free" (shipping), "Discount", etc. in a text-based email might trigger spam filters.

4. From name

Split tests have shown that in the inbox, if a recipient sees a name of a person instead of a company, they are more likely to open the email.

That's why you might want to be more "personal" with your From name, such as: Daniel from MyBrand.

Here's how it looks like:



5. Avoiding too many links

A common spam trigger is having a large amount of hyperlinked text within the email. Spammers tend to stuff the email with as many links as possible.

Best practice is to include only necessary links. Especially if you link to sites other than your own, keep the number of links to a minimum.

C. Infrastructure

Normally, your emails get sent via Klaviyo's infrastructure, through a domain shared with other brands.

This has its pros and cons: you enjoy the strong reputation of others, but potentially suffer from bad ones.

When you set up a dedicated sending domain, Gmail/Apple/Yahoo see your emails as coming directly from your brand, rather than from the Klaviyo domain. This can sometimes play in your favor.

However, to know if this setup is appropriate and helpful in your particular situation, it's best to consult with an expert.

Hope you found this guide helpful, and wishing you happy emailing & high deliverability!

Maximize revenue from all your email marketing efforts

While your Abandoned Cart flows are key tools in your email marketing arsenal, there may be many other low-hanging fruit and revenue leaks in your current email marketing setup.

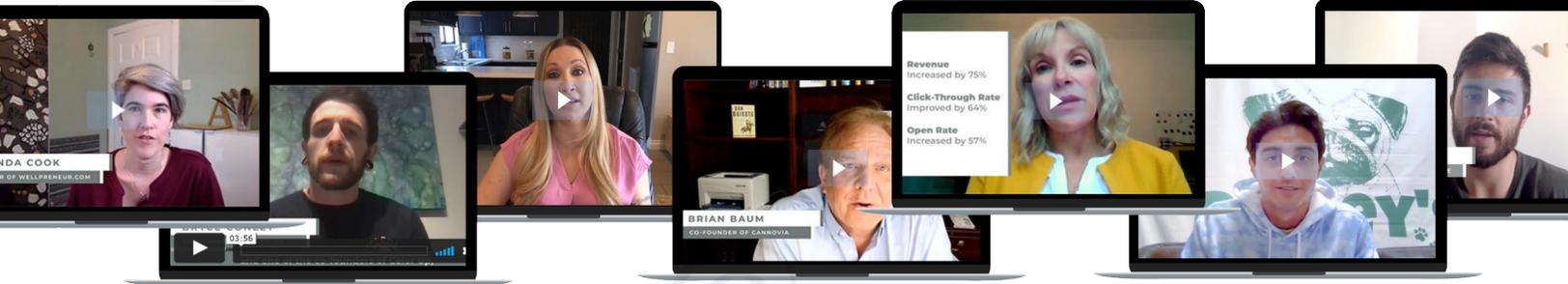
[Book a Quick Free Consultation Now](#)

@email Composed

Email Composed is a team of email marketing experts that specializes in helping eComm brands boost their email revenue & prevent revenue leaks.

To date, we've helped over 50 brands generate an ROI of 350% to 1,700% on their email marketing through automated flows, email campaigns and SMS.

[Click here to watch client testimonials & interviews](#)



If you'd like to maximize the revenue opportunities from your email list, we can help.

Jump on a quick call with us and we can find out where there's room for improvement within your email marketing setup.

(And don't worry...this isn't a pushy sales call—we just want to understand your business and offer actionable advice you can use to boost your revenue.)