



Highway to Hell

TOP 7 FASTEST WAYS TO LAND IN THE EMAIL UNDERWORLD

Highway to Hell

TOP 7 FASTEST WAYS TO LAND IN THE EMAIL UNDERWORLD



Even the most well-intentioned email program can be plagued by the pitfalls of the email underworld. Spam traps, blacklists, phishers, and more are all hell-bent on making your email's journey to the inbox a treacherous one.

Think you know how to keep your email on the right path and avoid temptation? Escape the throes of these 7 Deadly Email Sins to ensure that you're on the fast track to the inbox.

SLOTH - Trusting Third Party List Management

Don't sell your email soul by being lazy and trusting third party list management services to build or clean your list.

- Purchasing lists may be the easy way out, but it's the wrong way. The quality of your list subscribers is far more important than the quantity.
- Purchased subscribers haven't opted into your email and likely have no fidelity to your brand. This leads to a higher probability of unsubscribes, spam complaints, and mass deletes.
- Gain subscribers the right way: through valid promotion, partnership opportunities, social media outreach, and more.

WRATH - IPs and Sender Reputation

Inviting the wrath of the ISPs by engaging in behavior that damages your sender reputation is a surefire way to kill a great email program. Remember that your sending reputation is directly tied to your IP. Whether you're on a shared or dedicated IP it's important that you maintain a strong reputation and avoid getting on the wrong side of the ISPs.

- Cold IPs are strangers to the ISPs. If you are a high volume sender (100k emails or more per month) you must warm up your dedicated IP. If not, the ISPs can throttle your mail and negatively affect your delivery rates.
- If you're on a shared IP, your reputation will affect that of the other people on your list and vice versa, so it's important that everyone on your IP be compliant with best sending practices.
- Don't cross your transactional and marketing email streams. Transactional email tends to have higher delivery rates than marketing email, so separate your mail streams to keep their reputations distinct.

GLUTTONY - Forgive me Father, for I have Spammed!

- Spam is the four-letter word of the email industry. It's out there to both trap and trick you.
- ISPs set up spam traps to specifically lure spammers. Avoid these traps by using double and confirmed opt-ins, maintaining good list hygiene, and by not purchasing lists.
- Don't be showy and act like a spammer—this means no flashy subject lines, spelling errors, or image heavy emails.
- Take advantage of spam reporting—less engaged users are more likely to report your mail as spam. To prevent this, remove users from your list if they haven't clicked one of your emails in the last three months.

GREED - Frequency

We know it's exciting to send email to your subscribers, but don't get greedy and overwhelm them with too much email too soon.

- Bad sending cadences make the ISPs suspicious, so remain consistent.
- Don't automatically opt in your subscribers to your most frequent email setting. Instead, set up a preference center so your users can choose how much email they receive from you.

LUST - Engagement

Don't lust after those who don't want your mail, stay faithful to those who've opted in. Closely monitor your subscribers' engagement and learn from their behavior.

- Make adjustments in your content, frequency, and sending times if you're not seeing the activity that you want.
- Encourage engagement by using a real "reply to" address instead of a "do-not-reply."
- Employ re-opt-in campaigns for non-responders to re-affirm your relationship.

PRIDE - Blacklists

Don't be too proud to admit a mistake if you find yourself on a blacklist. The email compliance community is small and dedicated, and is more likely to help you get out of a bad situation if you identify your mistake, take responsibility, and outline steps to reform your sending practices.

- Spam traps, high complaint rates, mass deletes, and more can land you on a dreaded blacklist. Find a tool that offers blacklist alerts and gives you real-time insight into your delivery failures so you can act quickly to resolve any issues.
- Know the key players in the anti-abuse community and stay up to date on industry trends and changes in communication practices.

ENVY - Lack of Resources

Maintaining a strong and reputable email program can be a lot of work. Don't be envious of the resources of your competitors—look at the long-term goals for your email program and prepare accordingly.

- Do you maintain your own in-house email infrastructure? If so, do you have the tools in place to scale your program and to keep tabs on reporting, outages, and deliverability?
- If not, look to a trusted third party like SendGrid. We can take care of all of that for you, so you can concentrate on growing your business.



For more information and advice on how to avoid these email sins, join our email experts as they discuss how to stay off the road to email hell in our free webinar: [Highway to Hell—Top 7 Fastest Ways to Land in the Email Underworld](#).