



The Art of Email Deliverability

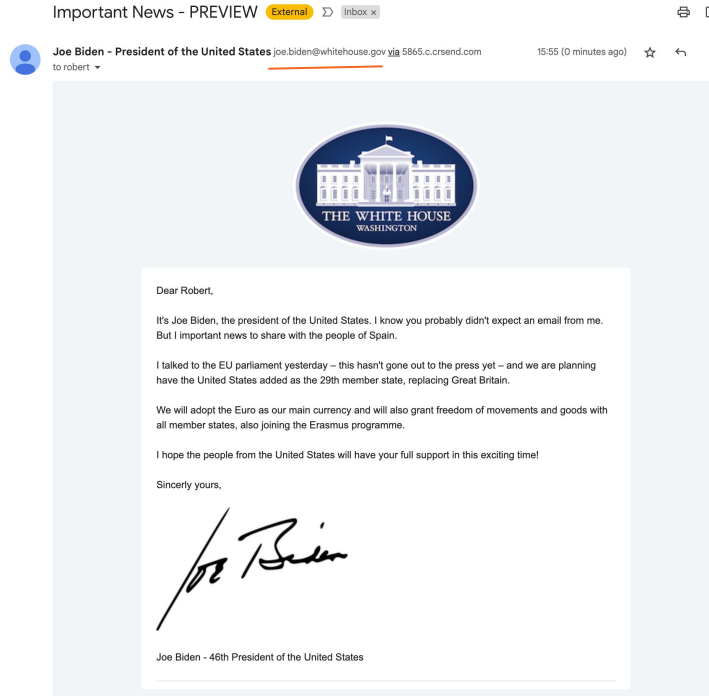
Best Practices for 2025



Robert Brandl - EmailTooltester.com



Why Email Authentication?





DKI..what?

- **SPF:** specified a list of allowed email sending **servers**.
- **DKIM:** adds a digital signature to the email message and verifies the sending **domain**.
- **DMARC:** requires either SPF or DKIM to pass. Sets policy of what to do when it fails.



Setup in Brevo (as an example)

DKIM record

Type	<input type="text" value="TXT"/>
Sub-domain	<input type="text" value="mail_domainkey"/>
Value	<input type="text" value="k=rsa;p= "/>

DMARC record

Type	<input type="text" value="TXT"/>
Sub-domain	<input type="text" value="_dmarc"/>
Value	<input type="text" value="v=DMARC1; p=none; rua=mailto:rua@dmarc.brevo.com"/>



Setup in Brevo (as an example)

Senders, Domains & Dedicated IPs

Add sender

[Senders](#) [Domains](#) [Dedicated IPs](#)

Senders

A sender is the name and email address that help recipients recognize your brand and feel confident opening your emails. To use a sender, it must be verified. For better email deliverability, your sender's domain should also be authenticated.

✓ All your sender domains are compliant with [Google and Yahoo's new requirements for senders](#). You can use any of them to send your email campaigns.

Q Search sender by name or email

Josep de EmailToolTester <contact@emailtooltester.com> • Verified		Edit	⋮	^
IP address Shared IP ?	DKIM signature emailtooltester.com ✓	DMARC DMARC is configured ✓		



Quick Authentication Check

...eting mistakes to avoid > Inbox x EmailToolTester x

Tooltester 23 Nov 2023, 17:54 ☆ ↶ ⋮

emailtooltester

Hi Robert,

Have you sent your first newsletter yet?

If not, don't worry. It usually takes a while to get everything set up
suitable topics to write about.

Keep in mind that there are some **common mistakes** that many
make when sending newsletters. [This article](#) describes what these mistakes

- ↶ Reply
- ↶↶ Reply to all
- ↷ Forward
- ≡ Filter messages like this
- 🖨️ Print
- 🗑️ Delete this message
- 🚫 Block "Robert from EmailTooltester"
- 🕒 Report spam
- 👤 Report phishing
- ↔️ Show original
- ⬇️ Download message
- 🗣️ Translate message
- 📧 Mark as unread



Quick Authentication Check

Original message

Message ID	<e4873f72-809a-4ce5-8e42-4ae24813fa74@smtp-relay.sendinblue.com>
Created on:	23 November 2023 at 17:54 (Delivered after 1 second)
From:	Robert from EmailTooltester <contact@emailtooltester.com>
To:	robert+14nov@emailtooltester.com
Subject:	7 email marketing mistakes to avoid
SPF:	PASS with IP 77.32.148.247 Learn more
DKIM:	'PASS' with domain emailtooltester.com Learn more
DMARC:	'PASS' Learn more



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1. Embrace permission marketing (even if you CAN-SPAM)

 **Bootstrapped
Founder**

[Podcast](#), [YouTube](#), [Blog](#)

Hello, Arvid here. Thank you very much for signing up. Please click this link to confirm your subscription:

[Confirm Your Bootstrapped Founder Subscription](#)

I'm stoked you're here! And I want to make this worth your while. I'd love to get to know you better. In fact, I want to write FOR you.



Deliverability Best Practices 2025

2. Clean your old lists

Manage Recipients

Lists Blocklist Bounces Pr

7,300

Recipients Search for recipients or groups ... New recipient list

TITLE	QUALITY	GROWTH	ACTION
EmailToolTester Newsletter	8.789	-21%	...

505

Detailed description: The image shows a screenshot of an email marketing dashboard. At the top, there's a 'Manage Recipients' section with tabs for 'Lists', 'Blocklist', 'Bounces', and 'Pr'. A large orange box highlights the number '7,300'. Below this is a search bar with a dropdown menu set to 'Recipients' and a search icon. To the right of the search bar is a 'New recipient list' button. Below the search bar is a table with columns for 'TITLE', 'QUALITY', 'GROWTH', and 'ACTION'. The first row in the table is for 'EmailToolTester Newsletter', with a quality score of '8.789' (highlighted by a red box), a growth rate of '-21%', and a three-dot menu icon. Below the table, another large orange box highlights the number '505'.



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2. Clean your old lists

TITLE ▾	LAST CHANGE ▾	RECIPIENTS
EmailToolTester Newsletter	Mar 18, 2024, 12:10 AM	505



Deliverability Best Practices 2025

3. Keep your list tidy

 **OCEAN** | Email Marketing & Funnels 
@theoceanmaria

Email Marketing Tip:

Get rid of subscribers who haven't opened any emails in over 90 days.

Bonus: This will improve your deliverability.

3:26 PM · Mar 10, 2024 · **844** Views



Deliverability Best Practices 2025

3. Keep your list tidy

The open rate can be misleading!

Make sure you also look at **clicks and conversions.**



Deliverability Best Practices 2025

3. Keep your list tidy (filter example)

Unengaged contacts filters

Added date

More than **180** days

And

Email received

Any type of email at least 1 time In the last 180 days

[Choose which emails](#)

And

Email not opened

Any type of email In the last 180 days

[Choose which emails](#)

And

Link clicked in an email

Any type of email less than 1 time In the last 180 days

[Choose which emails](#)

And



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4. Segment your audience



Email Marketing Crash Course: Step-by-Step Guide

Our email marketing course for beginners – ideal for small and medium-sized businesses, online stores and bloggers. It shows you all the steps you need to send your first newsletter. Best of all, **it's free!** Sign up to receive your copy immediately!

Do you run an online store?*

- Yes
 No

Approximately, how big is your list?*

I hereby agree to the following [terms & conditions](#) *

GET IT NOW!



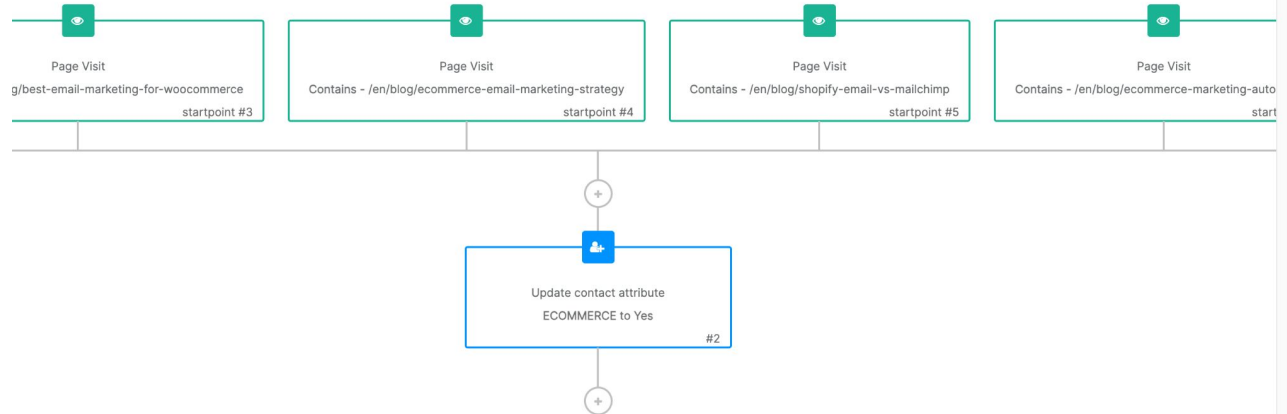
Deliverability Best Practices 2025

4. Segment your audience

[#79] EN Interest in Ecommerce 

Last saved: 14-03-2024 19:01:24

   Status: Active ▾





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5. Encourage engagement



Be The Expert For Your Ideal Customer

I didn't have a peer group. I didn't have much experience.

But they were writing useful, practical content tailored to help me do my job.

- Here's how to build a budget
- Here's a framework for evaluating marketing bets

Things like that.

That content (quite literally) made me smarter at my job.

Gong helped reps get smarter about sales.

Drift taught a new way of doing marketing (chat vs. lead forms).

This strategy can work for selling into sales, marketing, HR, finance, product, engineering, etc.

Be the guide on your ideal customer's journey.

That's the best B2B marketing playbook I know.

But, hey what do I know.

- Dave

P.S. Reply back and let me know if this story resonates with what you're doing at your company (or if you have any other examples of what has worked for you)



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6. Keep sending

“By far the most important aim of your newsletter is to remind current and past trial customers that you exist.”

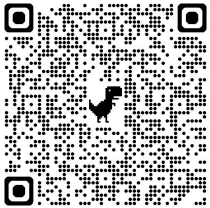
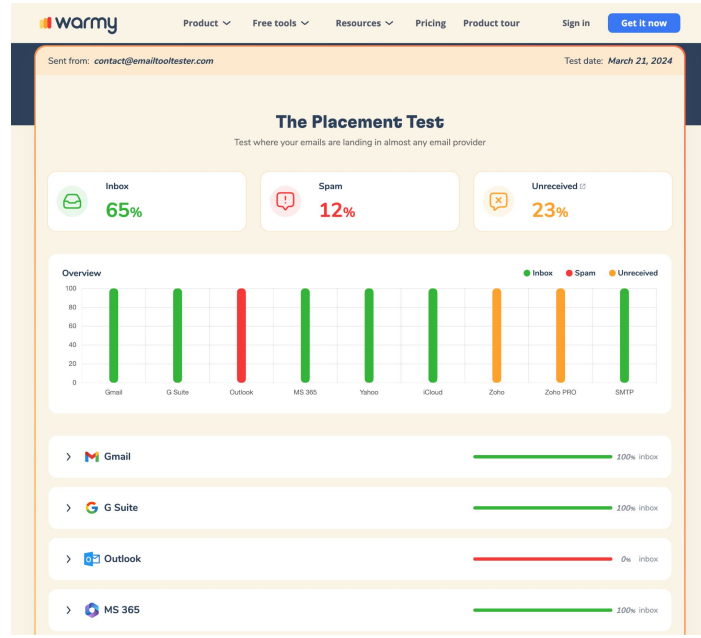
Steve McLeod
Feature Upvote





Deliverability Best Practices 2025

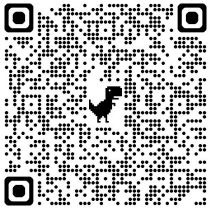
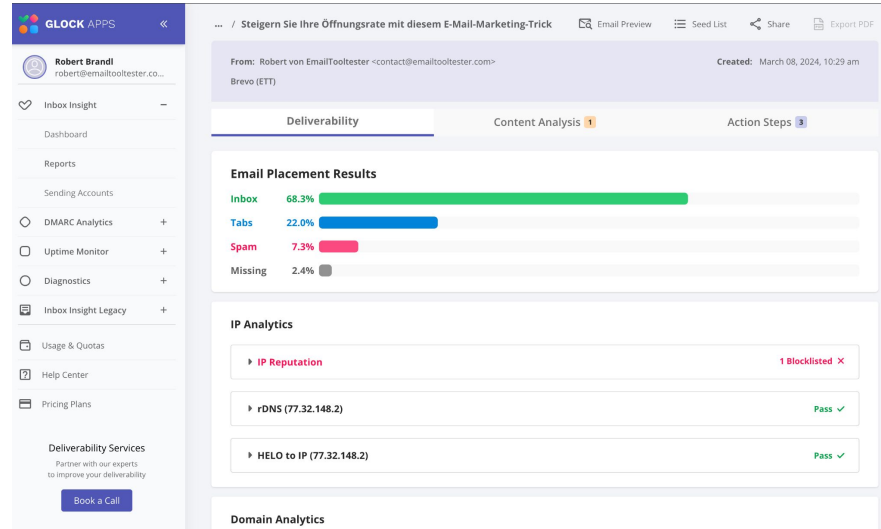
7. Identify Deliverability Issues - Warmy (free)





Deliverability Best Practices 2025

7. Identify Deliverability Issues - Glockapps (paid)





Deliverability Best Practices 2025

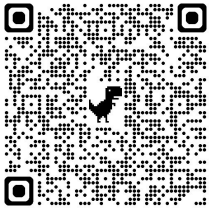
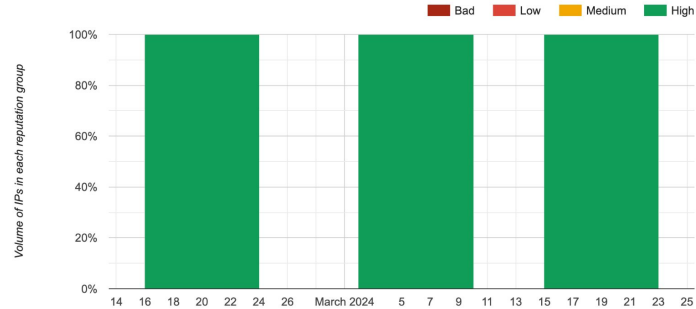
8. Set up Google Postmaster Tools

Google Postmaster Tools

Postmaster Tools > emailtooltester.com > IP reputation

Data shown with missing records. Some data may be unavailable.

IP reputation





Inbox providers treat reputation differently

Hotmail / Outlook



IP reputation

Gmail



Domain reputation



tl;dr

- **Authenticate correctly**
- **Pick a reputable ESP**
- **Send emails people want to receive**



Email Deliverability Checklist (free)

Master Deliverability With Our Free Checklist!

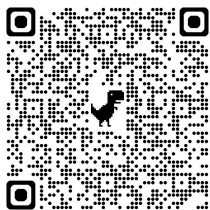
Avoid the spam folder with our step-by-step checklist.

Sign up and receive your copy immediately

Sign me up!



EmailTooltester.com/en/deliverability





Thank you!
Questions?

EmailTooltester.com/en/deliverability

