Is there a Deliverability checklist?

Deployteq - Suzanne Martens - 2026-01-29 - Comments (0) - Deliverability

Here is a checklist for the most important deliverability pitfalls along with useful tips:

 Always work with a text version and ensure sufficient overlap in content between HTML and TXT. To prevent incorrect conditions, it is advisable not to use conditional text in emails sent in only one language but to enter the text version directly.

 Check every email you send with https://www.mail-tester.com/, and send only those with a score of 9 or above.

 Implement a double opt-in by default, preferably captured in Deployteq. A double opt-in may cost you some subscribers, but those who confirm are generally more active (extra commitment), and you can be sure that the email address works. If you request this through Deployteq, the additional benefit is that the receiving mail server immediately measures activity in our environment with the specific domain. If that click goes to another system, you miss that activity in Deployteq.

 Run new records through an email validator, for example, via https://kickbox.com/, a tool that can determine the status of an email address before sending the email. This prevents bounces. You can do this directly with them or via the Deployteq module. With this, you can check records through a campaign object and take action based on the feedback from the validator. You can also link a registration form via our API. This allows you to notice immediately upon entry that an email address is incorrect and ask the customer to check it, preventing pollution at the gate.

 Exclude people from shipments who have shown no activity (opens & clicks) in the last 6 months. You can use the engagement scoring module for this. Using the profile condition 'engagement,' you can easily set this up. Important in the fight against spam traps, as they show no activity in your emails.

 Set up a Reactivation campaign for records that show no activity for 2 months. Try to provoke activity with this. Additionally, you may consider indicating after 4 months that it might be time to say goodbye, asking if they are still interested. After 6 months, send an email saying goodbye, so

the opt-in goes to NO. Add a button for the customer to undo this. You can also choose other follow-up tactics (mail, call center, etc.) to reactivate the customer or request another email address.

 Other checks in emails:

- An unsubscribe option both at the top and bottom to prevent the chance of a spam complaint via the mailbox functionality.
- Place the postal or visitor address in the footer.
- Apply content segmentation so that not all emails delivered to the mailbox provider are exactly the same. A very basic tip but important.
- Use only a reply-to name and address when it differs from the used sender name and address. When these details match, it's better to leave the reply fields empty as it counts as a spam indicator. The recipient's mail client will, of course, use the sender's details in the case of a reply.

 Follow up on bounces: Analyze bounces for each mailing and take action based on the results. Try to reduce the bounce percentage. The average bounce rate (see https://www.email-benchmark.nl/) is 0.32%; all values above this warrant extra attention/analysis.

 Activate BIMI (optional): BIMI is relatively new and not yet supported by all mailbox providers, but we can set it up for you. BIMI contributes to branding as your logo is displayed in the inbox. This is favorable for open rates. Only valid, DMARC-compliant emails qualify for this. BIMI is an additional method to prove yourself as a legitimate sender.