HighRoad Solutions™

Email Deliverability Best Practices Checklist

1

Keep your data clean

Avoid sending to invalid users, known bounces, or inactive email addresses. Regular data hygiene practices will help you build up your send reputation and ensure relevancy.



2

Optimize your subject lines & pre-header text

A/B test your subject lines and use pre-header text to help increase open rates and improve inbox placement. Subject line content should be clear, enticing, tied to email content, and relevant.



3

Keep your content high quality & relevant

Your sender score is impacted by the quality of your content. This includes consistent design, relevant topics, useful information, ADA compliance, and clean HTML.



4

Avoid spam filters

Avoid "spammy" words (click here, urgent, dear friend, congratulations), all caps, or excessive use of punctuation marks. A low sender score will also push your emails into junk folders.



5

Send consistently & optimize send times

Increase engagement with a consistent sending schedule. Use data to determine the best day and time to send emails each week for higher open rates and improved send reputation.



6

Follow identification & compliance protocols

Ensure your organization follows technical security protocols to verify that you are a legitimate sender. In addition, always follow CAN-SPAM requirements for legal compliance.



7

Monitor & build send reputation

Be aware of your send reputation. You should check in on deliverability, inbox placement, bounce, and unsubscribe rates frequently to ensure your score is in good shape.



Goal Deliverability Rate	Goal Inbox Placement Rate	Goal Bounce Rate	Goal Unsubscribe Rate
>95%	>87%	<3%	<0.08%