SPOT Email Best Practices

Here are a handful of tips that will help you reach the inboxes of your customers across Email Service Providers (ESPs). Following these tips should help ensure that email communication between you and your customers is operating smoothly and efficiently, while helping us here at SPOT maintain a good email sender reputation as your provider.

- ✔ You should only send emails to people that have opted in to receiving your emails from your website/application/service.

- ✔ One of the best ways to improve inbox deliverability is to engage directly with your customers. Ask them if they are receiving emails from you after signing up. Remind them that they may need to check their Junk/Spam folders in the beginning and be sure to mark your emails as "Not Spam" or "Not Junk". At many ESPs, it is also helpful if recipients add your email address to their address books.

- ✔ It is important to give your recipients the ability to unsubscribe from emails. First, it is required by the CAN-Spam Act. Second, if you don't give them this option, they are more likely to click on the spam complaint button, which will cause more harm than allowing them to unsubscribe. Finally, many ESPs look for unsubscribe links and are more likely to filter your email if they don't have them.

- ✔ It is best to send multi-part emails using both text and HTML or text only. Sending HTML only email is not well received by ESPs. Also, remember that ESPs generally block images by default, so HTML only will not look very good unless users are proactive about enabling images. The higher the text to link and text to image ratios, the better. Too many links and images trigger spam flags at ESPs.

- ✔ Misspellings, spammy words/phrases (e.g., buy now!, Free!) are big spam flags, as are ALL CAPS AND EXCLAMATION MARKS!!!!!!!!!!!!!!

- ✔ In addition to processing bounces, complaints and unsubscribes, ESPs measure your reputation through the engagement of your recipients. If recipients are opening, forwarding and replying to your emails, it will improve your reputation. This is what makes 'do-not-reply' emails so offensive.

- ✔ You should have your Privacy Policy easily accessible on your website. In addition, you should have a place on your website where users can unsubscribe from your mailings, in addition to a link in every email you send (as noted above).

- ✔ Track your email and adjust your sending based on feedback from ESPs and recipients (e.g., don't send additional emails to recipients that have unsubscribed or complained of spam).