It's never too late to improve your email deliverability

1.

Closely monitor your email performance and make changes accordingly (pay attention to your bounce and spam rates).

2.

Every 6 months, give your email list a regular health check and remove:

- Email addresses with typos (Omnisend has an in-app **List cleaning service**)
- Bot signups or spam traps
- Inactive subscribers that don't engage with your messages (no opens, no clicks, no purchases)

3.

Be consistent and avoid big gaps between sending campaigns.

4.

Quality over quantity. Avoid mass sending the same message to everyone. Instead, personalize your content to your audiences.

5.

Every customer is entitled to a free custom domain. Having a professional email address can contribute to the effectiveness of the deliverability process (avoid using a personal email from Gmail or Yahoo for sending email campaigns).

Top tips:

- Never purchase or rent email lists. This will ruin everything you've been working so hard for.
- Send to recipients who willingly subscribed and are ready and waiting for your newsletters!
- Segmenting and targeting audiences is key to building strong relationships, boosting your audience engagement and improving your email deliverability.
- Provide your subscribers with clear and visible opt-out instructions. An unsubscribe link is a must.

→ **Find out more about deliverability**

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