



reachout.ai

EMAIL DELIVERABILITY CHECKLIST

EMAIL CONFIGURATION

SET UP A SEPARATE EMAIL ACCOUNT FOR OUTBOUND

- A) USE EXISTING AGED EMAIL ADDRESS THAT'S NOT NEEDED (IF ANY)
- B) REGISTER NEW DOMAIN
- REDIRECT EMAIL DOMAIN TO YOUR MAIN DOMAIN

WARM UP NEW EMAIL ACCOUNTS

- QUICK MAIL AUTO WARMER (FREE)
- MAIL WARM (PAID)
- WARM UP INBOX (PAID)
- WARM UP YOUR EMAIL (PAID)
- WARM BOX (PAID)

VERIFY THE REPUTATION OF YOUR DOMAIN AND IP

- PASTE YOUR DOMAIN OR IP AT [TALOSINTELLIGENCE.COM](https://talosintelligence.com) TO CHECK ITS REPUTATION
- SEE IF YOUR SMTP IP OR DOMAIN HAVE BEEN CLASSIFIED IN THE RIGHT WEB CATEGORY

SET YOUR SPF & DKIM

- FOR MORE DETAILS VISIT: [HTTPS://GOTO.REACHOUT.AI/SPF-DKIM](https://goto.reachout.ai/spf-dkim)

EMAIL LIST

- LIST IS SEGMENTED
- LIST IS CLEAN DOESN'T CONTAIN BAD OR INVALID EMAILS
- CLEAN UP LISTS USING TOOLS LIKE [NEVERBOUNCE.COM](https://neverbounce.com) OR SIMILAR

EMAIL CONTENT AND DESIGN

CHECK YOUR EMAIL PROVIDER SENDING DAILY + HOURLY LIMITS

- G SUITE DAILY LIMITS = 2000 MESSAGES (NO HOURLY)
- OFFICE365 = 10,000 MESSAGES (30/MINUTE)
- SEE LIMITS BY VARIOUS EMAIL SERVICE PROVIDER:
[HTTPS://GOTO.REACHOUT.AI/EMAIL-SENDING-LIMITS](https://goto.reachout.ai/email-sending-limits)

CHECK FOR SPAM WORDS

- 438 SPAM TRIGGER WORDS TO AVOID: [HTTPS://GOTO.REACHOUT.AI/SPAM-WORDS-TO-AVOID](https://goto.reachout.ai/spam-words-to-avoid)
- ULTIMATE LIST BY HUBSPOT: [HTTPS://GOTO.REACHOUT.AI/ULTIMATE-LIST-BY-HUBSPOT](https://goto.reachout.ai/ultimate-list-by-hubspot)

EMAIL DELIVERABILITY CHECKLIST

ADD PERSONALIZATION

- MAKE PEOPLE SAY "WOW! THIS LOOKS INTERESTING"
- MAKE PEOPLE SAY "OKAY, YOU DID YOUR HOMEWORK. NOT A SPAM!"
- MAKE PEOPLE SAY "WAIT, WHAT IS THIS ABOUT?"

RECONSIDER TRACKING

- DON'T TRACK LINKS AND OPENS IF YOU DON'T NEED TO
- IF YOU TRACK LINKS, DO IT RIGHT [HTTPS://GOTO.REACHOUT.AI/LINKS-BEST-PRACTICES](https://goto.reachout.ai/links-best-practices)
- MAKE PEOPLE SAY "WAIT, WHAT IS THIS ABOUT?"

KEEP THE FORM OF THE EMAIL AS SIMPLE AS POSSIBLE

- AVOID FANCY HTML TEMPLATES
- AVOID TOO MANY PICTURES, GIFS, COLORFUL FONTS, AND OTHER FIREWORKS
- PLAIN HTML/TEXT EMAIL LOOKS MORE NATURAL TO SPAM FILTERS

OTHER BEST PRACTISES

- PLAIN-TEXT SIGNATURE (RECOMMENDED)
- UPLOAD CONTACTS IN SMALLER BATCHES
- CARE ABOUT THE QUALITY OF CONTACTS
- FILE SIZE UNDER 100KB (NOT INCLUDING IMAGE SIZE)
- UNSUBSCRIBE LINK + PHYSICAL ADDRESS CLEARLY VISIBLE
- SEND ONLY TO ADDRESSES OF INDIVIDUALS (NOT INFO@ SALES@ ETC)

COMMENTS: