# Deliverability
## MAKING SURE YOUR MESSAGE GETS THROUGH

**Before any email campaign can be read by a customer, it must be successfully delivered to their inbox. As fundamental as this sounds, Constant Contact has specific protocols and practical suggestions to help you stay one step ahead of the game to ensure your message gets through.**

**In this guide you will learn how to become a trusted sender, how to avoid being caught in email filters, and how bounces impact the deliverability of your email campaign.**

## How to Become a Trusted Sender

Relationships with customers are built on trust, and it's no different when it comes to email marketing. Having permission-based subscription best practices in place is key when it comes to successful deliverability, but it's only half the story.

The other half lies with your relationship with Internet Service Providers (ISPs). Over the years, Constant Contact has developed strong relationships with ISPs to ensure your permission-based email marketing campaigns get through to your customers. Known in the industry as 'whitelisting', emails originating from Constant Contact domains are instantly recognized as legitimate, no-spam email by ISPs, who immediately pass the email along to your intended recipient.

As it can be difficult for ISPs to cover all of the spam bases all the time, there are times when legitimate permission-based email campaigns sent through Constant Contact fail to reach their target. In such cases, ask your subscribers to add your 'From' address to their personal address book and to their email client's trusted sender list. Also, you can ask them to contact their IT person or ISP to have your email unblocked.

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# Finding Your Way Through Email Filters

Your next email campaign contains what you believe is a "can't miss offer", the kind your subscribers love to take instant action on and share with their friends -- or so you think. As attractive as your offer might be, your subscribers may never get to read it if your email content doesn't play nice with filters.

Here are three quick tips to make sure your email campaign gets through:

**1. Keep it clean.** Avoid using words that raise email filter spam flags such as 'free', 'help', 'invite', 'sex', or 'guarantee'. Avoid styling your body text in red, and never use ALL CAPS or excessive punctuation (!!!) or symbols ($%#) to get your point across in either the subject line or the email copy. Don't ask subscribers to 'click here' to take action. Instead, embed your link in relevant content.

**2. Stay on topic.** Your subject line sets reader expectations, so make sure it matches the content and offer contained within the body of your email campaign. For subscribers, there's nothing worse than mysterious emails that come with no subject line at all or those that employ bait and switch tactics. Fortunately for the reader, email filters know these tactics are illegal, making it likely that a poorly labeled email wouldn't make it as far as the inbox anyway.

**3. Be polite.** You would never greet someone without first introducing yourself, so why would you do so by email? Even though your subscribers have asked to receive your emails, it's important to make your communications easy to recognize in their inbox. So, never leave the 'From' field blank. Take a minute to customize the 'From' field to personalize the subscriber experience and increase deliverability.

# Understanding Bounces

When it comes to email marketing, undelivered emails, or bounces, are a fact of life. Bounces occur for any one of three reasons:

**1. Typos.** A simple keyboarding error may have disrupted the delivery of your email campaign. Check your bounces for misspelled domain names and missing punctuation.

**2. Out-of-office.** Known as a 'soft bounce', your recipient may have simply set their email client to notify senders of an absence. It's also possible that the domain's mail server was unavailable when delivery was attempted, or that the recipient's mailbox is over its storage quota. Keep soft bounces on your distribution list but keep an eye out for addresses that continue to bounce after future campaigns are sent.

**3. Address no longer exists.** Also known as a 'hard bounce', the server at the recipient's end rejects the request because there's simply nowhere for the email to go. Your subscriber may have a new service provider or may no longer work at the company from which they subscribed. Remove any hard bounces from your email list as soon as possible to lower the bounce rate of your next campaign.

To maximize your deliverability rates, Constant Contact provides deliverability reports and bounce management tools to help you stay on top of your bounces from one campaign to the next.

# Compliance Support

Constant Contact has built a solid reputation among ISPs over time, resulting in deliverability rates that are consistently above 97 percent. And if a campaign gets flagged, a dedicated ISP Relations Team is in place to respond to and resolve any problems quickly and amicably, while the Constant Contact Compliance Team is there to review campaigns and lists to ensure compliance before potential issues occur.

Constant Contact's built-in Anti-Spam Checker brings possible content issues to your attention and suggests changes before you send your campaign, while every Constant Contact email marketing template is tested to ensure the content is presented to your customers as you intended.

Finally, Constant Contact Email Authentication assigns you a unique domain and ties it to every email you send, ensuring your campaigns are never grouped with those of other customers.