*NeverBounce post to promote related infographic*

**Why your emails aren’t selling: the impact of deliverability & list hygiene**

You’ve positioned your offer carefully, crafted an irresistible sales message, nailed your price point, and scored influencer endorsements—all packaged in a strong email marketing strategy.

Only you can’t get eyeballs on those messages, and people can’t buy what they can’t see. What gives?

As it happens, more than 20% of marketing emails never reach a subscriber’s inbox. And the remaining 80%? A good chunk of it gets deleted or, worse, blacklisted as spam. Ouch.

No wonder 3 out of 4 businesses report problems with their email deliverability.

The good news is that email marketing remains a heck of a good investment, generating $44.25, on average, per dollar spent.

The trouble is that a poor reputation with ISPs and/or low-quality email list will trigger spam filters into gobbling up your carefully-crafted emails faster than you can say “Buy Now.”

Common factors that weaken your email marketing ROI include:

|  |  |  |
| --- | --- | --- |
| **Bad Data**  | **Poor Reputation** | **Straight-to-Spam Delivery**  |
| * Wasted quality leads
* Frustrated sales team chasing dead leads
* Muddled records
 | * Labeled a spammer
* Filtered out of inboxes
* Banned by email service provider (ESP)
 | * Promo emails
* Customer login & reset instructions
* Transaction alerts & notifications

*…all going straight to spam folder* |

Clearing the way to more inboxes and sales starts with understanding that *every bad email is a liability*.

You can spot low-quality lists by these traits:

* Fake, misspelled or outdated prospect emails.
* Purchased or rented lists (meaning these people never asked to be on the list).
* Full, unpaid or suspended recipient mailboxes.

Of course, subpar content can also ruin your email marketing:

* Spam-trigger words, or bad subject lines
* Disingenuous content
* Low sender score, which triggers higher spam filtering

What to do about it?

|  |  |
| --- | --- |
| **Mind the mobile experience** | **Make your subject line specific, compelling and truthful** |
| Mobile accounts for up to 71% of email opens, and customers don’t hesitate to delete, unsubscribe or report them as spam because they didn’t work well on their smartphone. | No unnecessary punctuation, no faking replies or forwards. Avoid deception and get to the point. Clarity beats trying to be cute and clever. |
| **Exercise good list health & hygiene** | **Stagger delivery by engagement** |
| Don’t buy lists and clean your list regularly. Aim for quality over quantity. | ISPs love high engagement levels. By emailing your most engaged recipients first, then waiting 30 minutes before emailing disengaged recipients, you’ll get higher inboxing rates. |
| **Validate, validate, validate.** |
| Remove bad syntax, invalid email formatting, disposable and duplicate email addresses. | Remove bounced emails, validate DNX and MX records, segment by domains, and more. (More on that below.) |

Below is a handy infographic with added insights and stats, so you can better understand and visualize this information.

Take two minutes to read and share with your colleagues now, and start reaching more wallets with less effort.

[insert infographic]