

SendGrid's Best Practice Tips

Here's a roundup of the Best Practice Tips.

Avoid spam traps.

As we mentioned, hitting just one spam trap is a reputation killer. To avoid including a spam trap email in your mailing list, have an industry standard opt-in process, don't rent or buy email lists and keep your list clean.

Resist the temptation to move IP addresses to resolve deliverability problems.

Resist the temptation to move IP addresses to resolve deliverability problems. This is a suspicious practice and ISPs treat new IPs with caution. In fact, all IP addresses start with no reputation and must be "warmed up" by your good practices. Start by sending low volumes of email and work your way up to larger volumes. This helps you build a solid reputation and improves your chances of getting high delivery rates. If your mailing practices are poor or infrastructure is not managed properly these problems (and the bad reputation) will follow you to your new IP address. Need help with your infrastructure and deliverability? Just ask. SendGrid's team of experts is ready to help.

Implement regular reconfirmation/win-back campaigns to ensure clean lists.

These campaigns help you remove unengaged users so your lists are up to date. The frequency of sending win-back campaigns depends on your business, but at a minimum, you should be sending them yearly, though we recommend sending them quarterly.

Don't use noreply@domain.com in your emails.

Inbox providers like Yahoo! and Gmail automatically add email addresses that users reply to, to their contacts list. Messages from senders in the contact lists won't be marked as spam in most cases. The best way to start is to allow registered users to reply to emails to confirm their email accounts in addition to providing a confirmation link. Also, letting customers reply directly to your email lets them know that you want to hear from them. Your goal is to stimulate a two-way conversation with your user. Using a "no reply" in your "from" address can elicit a negative response from your customer. So, send your emails from an email address that can be regularly monitored for responses.