

Forum:[Hack Forums](#)

Thread: [For all HF email marketers - tools analytics and free advice](#)

LoRemIpsum - June 18, 2020, 3:40 pm

Hello there!

I wrote already all of the content and somehow I swiped wrong on my touchpad and went back a page, lost all content.

Will keep it shorter for now, and update this with more content if the demand is there.

Little disclaim; I am not affiliated with any company or tool mentioned in this thread. Enjoy the read!

What is the difference?

For starters, it's important to read this as it can either save you money or save potential income.

Email delivery; when an email is delivered successfully to your clients server.

Email deliverability; when an email is delivered successfully to your clients Inbox folder.

Deliverability rates over time;

The following image is too large to display, so I decided to use a spoiler tag.

The source of this image and some of the content will be displayed at the bottom of this thread.

[\(Click to View\)](#)

You can clearly see that there is a difference between the tools. For example, the popular; MailChimp and ActiveCampaign.

It might seem too little to care about, as ActiveCampaign has 90.2% and MailChimp has 81.6%, that's a huge difference on large scale.

For example, sending out 10,000 emails, means ActiveCampaign puts your email in 9020 client's Inbox and only 8160 with MailChimp. 860 missing emails is a lot when you could earn a potential of \$5 - \$500 per sale. Or whatever.

Long story short; you could miss out a lot of money in sales, by just a few percentages of your tools' email deliverability.

Now don't worry. You don't have to switch to ActiveCampaign (immediately), as you should always compare tools on several points, not just the rates I am showing you all today. So what can you do to improve your email deliverability? Read the Improvement tips here below.

Improvement tips;

Content; Send emails that are wished to be received, so for example, only send to fully opted-in lists.

Never send emails to non-permission based lists you will waste money, get a bad rating and even legal complains.

Frequency; Check preferably upfront how often your client wish to receive your emails. This can be varied.

Perhaps a few times a day, all the way down to once a month or even year! Don't send emails too often to avoid SPAM complaints.

Monitory activity; Keep an eye out on the activity of your clients regarding opening and responding to the emails you sent.

Sending emails to some client that didn't even opened the first three emails, will most likely not open the rest of them either.

Tools analytics; After reading this thread, make sure you check the analytics of the tool(s) you are using for email marketing.

Email deliverability is really important, such as prize, duration, possibilities as in features and more, which are important too.

FAQ;

Source; [Click here for the website article's I quoted from.](#)

There are no questions for now. Updating this as soon as there is a lot of similar questions on this thread and/or by PM.

I will include every question that seems important to be read by other members, too.

Contact;

PM or message by Conversation is always possible. I might reply slow or short, but I'll do my best to answer regardless.

Thank you all for reading and I hope you have learned something new today!