



EMAIL THROTTLING STRATEGIES TO COMBAT IT

Has this ever happened to you before? You send a handful of emails, and you check your email statistics some time later only to find that a number of mails have been deferred. Are you wondering why this happens and how to fix this? Read on.

DEFINING EMAIL THROTTLING

In certain cases, ISPs limit the amount of email they accept from a particular sender during a specified period of time. If you send email above their acceptable threshold resulting in a high volume, your emails will be rejected resulting in a high number of bounce backs. This is email throttling - also referred to as a “deferral.”

THROTTLING: GOOD OR BAD

Though there is no proof on what limits each of the ISPs applies, there are a few factors involved in email throttling such as abuse complaints, bounce rates, subscriber engagement and spam trap hits. Kenscio aims to deliver your mail as quickly as possible. However, we take into account the above factors to decide if email throttling can improve deliverability of your email and reduce spam.

THINGS TO WATCH OUT FOR

“HIGH VOLUME SEND-OUT

WITHOUT PROPER WARM-UP”

Before a workout, it is necessary that we warm up properly to build more strength and prevent injury to our muscles. Same is the case with email send-outs, a proper warm-up is necessary to prepare the sending domain and the IPs for high volume send-outs and to prevent them from injuries.

For new IP addresses, ISPs generally throttle the amount of mail until they get an idea of the type of mails, purpose and volume of the mail being sent. So a new IP address will need to send mail in a consistent manner for some period of time until the ISP starts allowing more mail per hour. This warm up period helps the receiving servers realize who you are and trust your mail as not spam.



"BAD IP REPUTATION

AND SENDER SCORE"

Sender Score, like a credit score, is a measure of your reputation. Scores are calculated from 0 to 100. The better your score, the better your reputation and hence the higher your email deliverability rate.

"HIGH RATE OF

SPAM MAILS"

A spammed email today may mean that your email doesn't get through tomorrow. When some recipients have marked your mail as spam, but not enough for the server to block you. Instead, they will refuse to receive more until they see how the rest of your recipients respond.

"HIGH RATE

OF BOUNCES"

If you send an email to an email address that no longer exists or is not active, the bounce is termed as a hard bounce. This simply means you have not done enough homework on your database and that seriously undermines the confidence the ISPs have on you. In some cases, bounces can be caused by sending email to a mailbox that is full. This is termed as a soft bounce.

PREPARING AGAINST EMAIL THROTTLING

Here are a few strategies that can ensure better IP reputation and better deliverability for you.

"THE RIGHT

WARM UP"

We at Kenscio, make sure every new domain and IP is properly warmed up to send high volume emails. This compliments the reputation of domains and IPs and also builds a trust with the ISPs.



"CLEANING

YOUR DATABASE"



The biggest challenge for email marketers today is the quality of email lists, if double opt in policies are not followed. Kenscio's Email List Cleanr, a hygiene application truly provides the best intelligence on the authenticity of subscriber email addresses and assurance on the contacts that can be sent email safely without the danger of getting the sender IP or sender domains blacklisted.

“AVOID

BOUNCES”

A constant list hygiene and regular monitoring of email delivery reports is recommended to manage both hard and soft bounces. Sending to active and recent openers and clickers will keep your bounce rates low and your reputation and deliverability high.

Some more tips that you can follow:

1. Don't retry sending to “soft bounce” addresses too often or too soon.
2. Ensure a hard bounce rate of less than 2%.
3. When migrating from one ESP to another, ensure you import your suppressions.



“DEPLOY OVER AN

EXTENDED TIME PERIOD”



You can schedule the emails to deploy over an extended period of time. Alternatively, deploy your emails at earlier times to a slight extent so that all your emails can be delivered on time.



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PRESENTLY HELPING BUSINESSES BRING
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