**How to improve the delivery rate of your emails?**

Email delivery rate is calculated by dividing the number of emails sent minus bounce rate by the number of emails sent. As an email marketer, if you want to get success in email marketing, then you should definitely look into studying the email delivery rate via email verification service. y always tracking the delivery rate of all your email campaigns. The essay tells the tips to improve the delivery rate of your emails via email marketing.

The first one is adding the link to unsubscribe. Most markets hide the link in order to reduce the numbers of unsubscription. This is not a good way to keep your customers. If you want to create the potential customers via your content, you have to make sure that you abide by the rules as well. Second, a text-only version of emails should be created. There are many corporate are set up to filter out HTML based emails, therefore you have to create a only text version of your email will bypass this issue and your email will not be caught in the filter too as well. Thirdly, never buy a mailing list from a third party. Many email marketers use the easy way out and buy a mailing list from a third-party, without hard work on themselves. This is a big issues. Because the emails address may not verified or can be a quality one. This may lead to huge bounce rates for your emails. The last one is using long URLs instead of using short ones. Spam filters will filter short links, as most spammers hide their suspicious website links in their shortened URLs. Therefore using shortened URLs may flag your email as spam and reduce your reputation as well. Therefore, always use the full, long URLs. That your content will has a less chance to be seen.

As a whole, improving the delivery rate to your emails is important to get success. If you want to obtain more customer attention. Paying more attention to those tips, which will help your business well.

**Reference:**

Mandeep, (March18, 2019). How to improve the delivery rate of your emails? Retrieved from:

<https://www.techiexpert.com/how-to-improve-the-delivery-rate-of-your-> emails/