

# Email Deliverability: Five Key Questions to Evaluate Your Email Strategy (and How Retain Measures Up)

Don't miss the mark delivering your customer communications. Ask your organization or communication delivery provider these five questions to start evaluating your email strategy.



## 1 What kinds of business communications are being sent via email?

### Why It Matters

Email is used for much more than marketing. From adjusted business hours, event reminders, updated policies, account reminders, delinquency notices, and more—successfully communicating to consumers is crucial not just for revenue but customer relations as well.

### How Retain Measures Up

Retain as a communication delivery platform is designed with deliverability in mind to ensure that all of your business messages, from promos to policy updates, land in their intended location (customers' inboxes).

## 2 What is your email delivery rate?

### Why It Matters

Email Delivery Rate refers to the successful transmission of an email from the sender to the recipient's mail server, measured by emails delivered divided by the number of emails sent.

### How Retain Measures Up

Retain has a 98.6% email delivery rate, compared to the average email delivery rate of approximately 90%.

## 3 What is your email deliverability rate?

### Why It Matters

Successful email delivery doesn't mean that it actually makes it into the recipient's inbox. Deliverability divides how many emails reach the recipient's inbox, as opposed to their spam folder, by the total number of emails sent.

### How Retain Measures Up

Retain has an 87% deliverability rate, compared to the worldwide average of 84.8%.

## 4 Do you measure open rates and/or click rates?

### Why It Matters →

Measuring open rates (percentage of recipients who opened your email) and click-through rates (percentage of those who clicked on a link in the email) play a dominant role to understand which communications are resonating with recipients and which are not.

### How Retain Measures Up

Retain has a total open rate of 32.8% and total click rate of 1.74%, compared to the 2023 average industry total open rate of 27.76% and click rate of 1.3%.

## 5 How do you make adjustments when delivery and/or deliverability rates fluctuate?

### Why It Matters →

Email delivery and deliverability rates will fluctuate, but how your business or your delivery platform provider responds and adjusts to these changes is crucial to keeping the rates as high as possible.

### How Retain Measures Up

Retain's dedicated Email Operations and Deliverability Team proactively monitors and make adjustments, along with using our patented optimization engine to ensure our platform is the top performer above industry averages.

## Ready to Reach Optimal Consumer Engagement?

Start by scheduling a consultation to learn more about what influences email delivery and deliverability rates and how Retain consistently performs above the rest.

[Get Started Now»»»](#)

