ResultsAiX.com

AIX TRAINING GUIDE 4 OF 15 · FREE

Email Deliverability: Reach The Inbox

How To Land In The Inbox Every Time

Your own domain, SPF, DKIM and DMARC in plain English, the Gmail and Yahoo sender rules, Google Postmaster Tools, a 4-week warm-up plan and the ResultsAiX Mailer features that do the work for you.

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You can write the best email of your life, and it only earns you money if it lands in the inbox. That is what deliverability means: the share of your emails that arrive where your reader will see them.

Here is the good news. Inbox placement is not luck and it is not a secret. Gmail, Yahoo and every other inbox provider publish what they want from senders, and the people who land in the inbox week after week all do the same handful of things. This guide walks you through every one of them, in order, with real examples for a demo business called Brightline Coaching and real ResultsAiX Mailer screens.

None of it is technical once you have seen it done. Most of it you set up once, in an afternoon, and the Mailer looks after the rest every time you send.

What you will have by the end of this guide

- Your emails going out from your own domain, through a professional sending service
- SPF, DKIM and DMARC set up, with example records you can copy the shape of
- Every Gmail and Yahoo bulk-sender requirement ticked off
- Google Postmaster Tools connected, and a 5-minute weekly routine to read it
- A 4-week warm-up plan, a clean list and a deliverability checklist to keep

IN THIS GUIDE

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PART 1

How Inboxes Decide

Every time you send, the inbox provider at the other end (Gmail, Yahoo, Outlook, Apple and the rest) asks three questions in a fraction of a second:

- **Is this really from who it says?** That is authentication: SPF, DKIM and DMARC.
- **Do people want email from this sender?** That is engagement: opens, clicks, replies, people moving you out of spam, and how rarely anyone presses "Report spam".
- **Does this sender behave like a professional?** That is consistency: steady volume, a clean list, an easy unsubscribe and a real postal address.

Get all three right and the inbox becomes your normal home. Here is the path every email takes, and what earns its place at each step:



Reputation Is Built By Your Readers

Inbox providers keep a reputation for your sending domain, built from how real people treat your email. When people open, read, click and reply, your reputation rises and more of your email goes to the inbox. That is the whole game: send email to people who want it, in a way providers can trust, and keep doing it.

The signals they read most closely, and what the best senders do about each one:

Signal	What Great Senders Do
Authentication	Publish SPF, DKIM and DMARC for the domain in their From address, so every email proves it is genuine.
Spam reports	Keep them rare by mailing people who asked to join, making unsubscribing easy and sending what they promised.

Engagement	Send their best email to their most engaged readers first, and re-engage quiet people gently.
Bounces	Remove addresses that do not exist straight away, and bring in only lists they collected themselves.
Volume pattern	Grow volume step by step and send on a regular rhythm, rather than going silent for months and then sending to everyone.
Content	Write like a person to a person: a clear subject, a few links, real text and one main call to action.

PART 2

Send From Your Own Domain

The first decision is the simplest and the most important. Send from an address on **your own domain**, for example hello@yoursite.com, through a **professional sending service**.

Your domain is your sending identity. Every good send adds to its reputation, and that reputation belongs to you. It travels with you if you change sending service, and it is what Gmail and Yahoo look at first. A free address such as a Gmail or Yahoo mailbox is made for personal mail, and those providers ask bulk senders to use their own domain.

What You Need

What	Why
Your domain	For example yoursite.com. You need access to its DNS settings, usually at your domain registrar or at Cloudflare.
A From address you read	For example hello@yoursite.com. People reply to your emails, and replies are one of the strongest good signals there is. Read them and answer them.

A mailbox on the domain	Google Workspace, Microsoft 365 or your web host's email, so replies and bounce notices have somewhere to land. Its MX records tell the world where to deliver.
A sending service	SMTP2GO, Amazon SES, Brevo, Mailgun, Postmark, SendGrid or similar. These are built for volume and look after the technical side of delivery. Guide 2 helps you choose, and Guide 3 sets up SMTP2GO step by step.
A postal address	Anti-spam law in most countries asks for a physical mailing address in every marketing email. A PO box or registered business address works.

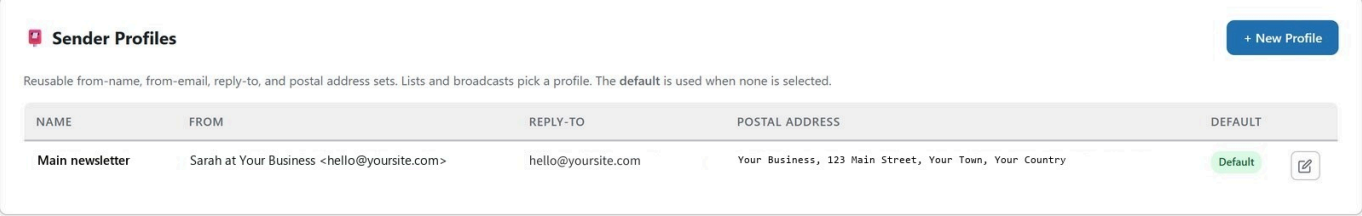
Your Domain Or A Sending Subdomain?

Many sending services let you authenticate either your main domain or a subdomain such as **news.yoursite.com** or **send.yoursite.com**. Both work well. A subdomain gives your marketing email its own reputation, separate from your everyday mail, and it is a tidy way to add a second sending service later.

Whichever you choose, keep the visible From address on your brand, for example hello@yoursite.com or sarah@news.yoursite.com, and authenticate exactly the domain that appears in it. That match is called **alignment**, and Part 3 shows you how it works.

Set Your Sender Once In The Mailer

In the ResultsAiX Mailer your sending identity lives in a **sender profile**: the From name, From email, Reply-To address and your postal address. Set it once under **Settings** and every broadcast and automation uses it. The postal address is added to the footer of every email automatically, directly under the unsubscribe link, and the Mailer holds a broadcast as a draft until an address is set, so every email you send is compliant.



One sender profile, with your postal address.

> **Tip**
>
> Use a From name people recognise, and keep it the same every time. "Sarah at Your Business" is a person and a brand in one line, and a familiar name is one of the main reasons people open.

PART 3

SPF, DKIM And DMARC Made Simple

These three DNS records are how your domain proves an email really came from you. They sound technical, but each one is just a line of text you add once at your DNS host. Your sending service gives you the exact values to copy, and its dashboard turns green when they are in place.

Think of it like a letter from your business:

Record	In Plain English	What It Proves
SPF	A list, published on your domain, of the services allowed to send email for you.	The sending server is on your approved list.
DKIM	A digital signature on every email, checked against a public key on your domain.	The email is genuinely yours and was not changed on the way.
DMARC	Your instructions to inbox providers: what to do with email that fails, and where to send reports.	The From address your reader sees matches a domain that passed SPF or DKIM.
MX	Where email sent to your domain should be delivered.	Replies and bounce notices reach you.

SPF: Your Approved Senders

SPF is one TXT record on your domain. It starts with **v=spf1**, lists each service allowed to send for you with an **include:**, and ends with **~all** (everything else is treated as suspicious) or **-all** (everything else fails).

Brightline Coaching uses Google Workspace for everyday mail and SMTP2GO for its newsletter, so its SPF record looks like this:

Type	Name (Host)	Value
TXT	@	v=spf1 include:_spf.google.com include:spf.smtp2go.com ~all

Two habits keep SPF perfect. First, a domain has **one** SPF record: when you add a new service, add its include to the record you already have. Second, keep the list short. SPF allows up to 10 DNS lookups in total, which comfortably covers a mailbox provider and two or three sending services.

Many sending services also ask you to add a **return-path** (sometimes called a bounce domain or custom MAIL FROM), usually a CNAME on a subdomain of yours. That is what lets SPF line up with your own domain, and your service's setup screen shows the exact record.

DKIM: Your Signature

With DKIM, your sending service signs every email with a private key, and you publish the matching public key in your DNS. Most services give you one to three CNAME records, which point to keys they manage and rotate for you. A few give you a TXT record with the key itself.

The names below show the shape. Your service shows the real ones on its domain verification screen, and you copy them exactly:

Type	Name (Host)	Value
CNAME	s1234._domainkey.yoursite.com	dkim.smtp2go.net
CNAME	em1234.yoursite.com	return.smtp2go.net

The part before **._domainkey** is called the selector. Each service uses its own, so you can have DKIM for your mailbox provider and for every sending service side by side, with no conflict. Google asks for keys of at least 1024 bits and recommends 2048 bits where your service supports it.

DMARC: Your Instructions And Your Reports

DMARC is one TXT record at **_dmarc** on your domain. It tells inbox providers what to do when an email claiming to be from you fails authentication, and where to send daily reports. It also checks **alignment**: the domain in your visible From address must match the domain that passed SPF or DKIM. With DKIM set up on your own domain, that happens naturally.

Set up SPF and DKIM first, then add DMARC and tighten it in three calm steps:

Stage	The Record (Name: _dmarc)	What It Does
1. Monitor	v=DMARC1; p=none; rua=mailto:dmarc@yoursite.com	Changes nothing about delivery. You receive reports and confirm everything passes.
2. Quarantine	v=DMARC1; p=quarantine; pct=100; rua=mailto:dmarc@yoursite.com	After a few weeks of clean reports: anything failing goes to spam.
3. Reject	v=DMARC1; p=reject; rua=mailto:dmarc@yoursite.com	The strongest protection: nobody can send as your domain but you.

The Gmail and Yahoo bulk-sender rules ask for DMARC with at least **p=none**, so stage 1 already meets them. The reports arrive as small XML files. A free DMARC report reader, or the reporting address your sending service offers, turns them into a simple pass rate. When every service you use shows close to 100% pass, you are ready for stage 2.

Adding The Records, Step By Step

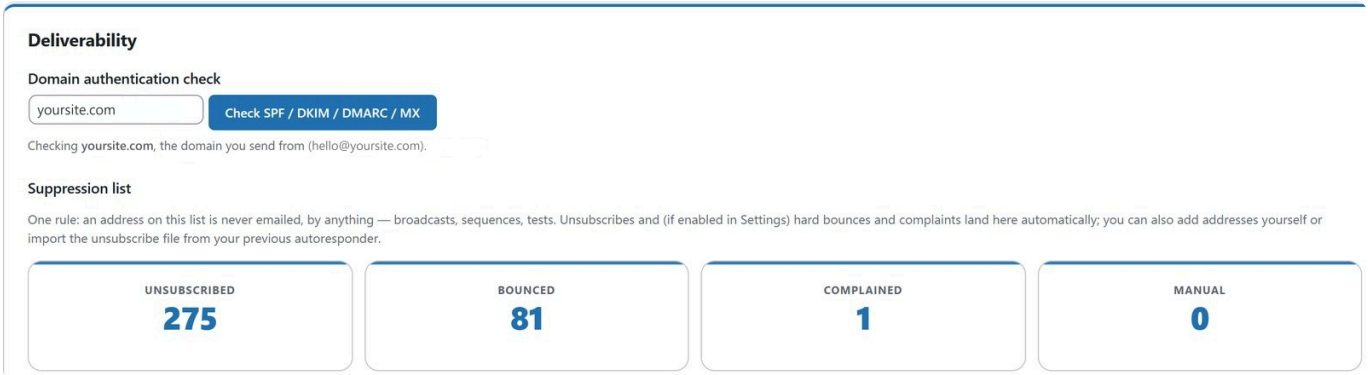
1. **Open your sending service's domain screen.** It is usually called Sender Domains, Domain Authentication or Verified Domains. Add your domain and it lists every record you need.
2. **Open your DNS host in a second tab.** That is wherever your domain's nameservers point: your registrar or Cloudflare.

3. **Add each record exactly as shown.** Copy the type, the name and the value. Some DNS hosts add your domain to the name for you, so if the service says *s1234._domainkey.yoursite.com*, you may only type *s1234._domainkey*.

4. **Click Verify in your sending service.** DNS changes usually show within minutes and can take a few hours. Come back later and click again.

5. **Add DMARC at p=none,** with a mailbox you read in the rua address.

6. **Run the Mailer's check.** Go to **AiX Mailer**, then **Deliverability**. The domain you send from is filled in for you. Click **Check SPF / DKIM / DMARC / MX** for a score out of 100, with plain steps beside anything still to add.



Check your sending domain in one click.

Good to know

The Mailer checks the domain in your From address, because that is the domain these records apply to. If your website lives on one domain and you send from another, it checks the sending one and tells you so.

Email From Your Own Domain, On Your Own Site

The ResultsAiX Mailer runs on your own WordPress with unlimited subscribers, checks your SPF, DKIM and DMARC for you, and sends through the professional service you choose.

See ResultsAiX Mailer →

PART 4

The Gmail And Yahoo Sender Rules

Gmail and Yahoo publish a shared set of requirements for anyone sending email to their users, with extra requirements for **bulk senders**, and Gmail actively enforces them. The good news: they are the same habits this guide teaches, written down, and the ResultsAiX Mailer handles several of them for you automatically.

Who Counts As A Bulk Sender

Google defines a bulk sender as anyone who sends close to **5,000 messages or more to personal Gmail accounts within 24 hours**. Mail from subdomains counts towards the main domain, and once you have reached that level, Google treats you as a bulk sender from then on. If your list is growing, the simplest plan is to meet the bulk-sender rules from day one. Then there is nothing to change as you grow.

The Requirements, Side By Side

Requirement	Gmail	Yahoo	In The Mailer
Authentication	SPF and DKIM for bulk senders (SPF or DKIM for everyone)	SPF and DKIM for bulk senders (SPF or DKIM at minimum for everyone)	You add the records once (Part 3). The Deliverability tab checks them.
DMARC	A DMARC record for bulk senders. The policy can be p=none	A valid DMARC policy of at least p=none, and DMARC must pass	Example record and steps on the Deliverability tab.
Alignment	The From domain aligns with the SPF or DKIM domain	The From domain aligns with the SPF or DKIM domain (relaxed is fine)	Your sender profile keeps one From domain everywhere.

One-click unsubscribe	List-Unsubscribe and List-Unsubscribe-Post headers, plus a clearly visible unsubscribe link in the email	A working one-click List-Unsubscribe header (RFC 8058 POST recommended) and a visible link	Both headers on every broadcast, plus the footer link. Automatic.
Honour unsubscribes	Within 48 hours	Within 2 days	Instantly: the person is removed the moment they click.
User-reported spam rate	Below 0.3%, aim for below 0.1%	Below 0.3%	List Health shows complaints, and complainers are suppressed for good.
Infrastructure	TLS, valid forward and reverse DNS, RFC 5322 format	Valid forward and reverse DNS, RFC 5321 and 5322	Your sending service provides these.

Sources: Google's Email sender guidelines and its sender guidelines FAQ (support.google.com), and Yahoo's Sender Best Practices (senders.yahooinc.com). Both pages are updated from time to time, so glance at them once a year.

Spam Rate, In Real Numbers

The spam rate is the share of your delivered email that people mark as spam. Google calculates it daily from the reports of real Gmail users. To put the numbers in context:

Emails Delivered	0.1% (the goal)	0.3% (the limit)
1,000	1 report	3 reports
5,000	5 reports	15 reports

10,000	10 reports	30 reports

That is why the habits in Parts 6 to 9 matter so much. People who asked to hear from you, who remember who you are, and who can leave with one click, very rarely press "Report spam".

One-Click Unsubscribe, Done For You

Every broadcast from the Mailer carries the two headers the rules ask for: **List-Unsubscribe**, with a personal unsubscribe link, and **List-Unsubscribe-Post: List-Unsubscribe=One-Click**. Gmail, Yahoo and Apple Mail read them and show their own Unsubscribe button beside your name. When someone uses it, the Mailer removes them straight away.

The visible link sits in the footer of every email too, with your postal address beneath it. The Mailer's unsubscribe link is also scanner-safe: an inbox security scanner that "visits" links does not unsubscribe a real reader, because removal happens on the real button press. You can even click your own unsubscribe link to test it, without leaving your list.

A footer link called **Manage your preferences** lets people update their name, change their email address or leave individual lists, which keeps people who only want less email on your list.

PART 5

Google Postmaster Tools

Google Postmaster Tools is a free dashboard from Google that shows how Gmail sees your email: your spam rate, your authentication results, and whether you meet the sender requirements. It is the closest thing to a report card from the biggest inbox provider in the world, and it takes ten minutes to set up.

Setting It Up

1. **Go to postmaster.google.com** and sign in with any Google account you control.
2. **Add your sending domain,** for example yoursite.com. Use the domain in your From address (and its DKIM signature).
3. **Verify it.** Google gives you a TXT record starting **google-site-verification=**. Add it at your DNS host, as you did in Part 3, then click Verify.

4 **Send as normal.** Data appears once Gmail has seen enough of your email. Days with low volume to Gmail can show no data, which is normal while you are growing.

What Each Dashboard Shows

Dashboard	What It Shows	What Good Looks Like
Compliance status	Each Gmail sender requirement, marked Compliant, Needs work or No data found. It also includes a deliverability analysis tool.	Compliant on every line.
Spam rate	The share of your DKIM-authenticated email that Gmail users marked as spam, day by day.	A low, flat line under 0.1%.
IP and Domain Reputation	Google's quality rating for the domain and the IP addresses you send from.	High, steady over time.
Feedback loop	Spam rates per campaign, for senders who add a feedback loop ID header.	Mostly for very high volume senders.
Authentication	The percentage of your email passing SPF, DKIM and DMARC.	Close to 100% on all three.
Encryption	The percentage of your email sent over a secure TLS connection.	100%, which your sending service provides.
Delivery errors	The share of your authenticated email that Gmail rejected or delayed, with the reason.	Close to zero on most days.

Google adjusts these dashboards from time to time, so the names on your screen may differ slightly. The ideas stay the same.

How To Read It, In 5 Minutes A Week

1. **Start with Compliance status.** Every line Compliant means you are meeting Gmail's rules. Google uses a rolling average here, so after any change, look again a week later.

2. **Look at the shape of the Spam rate chart,** not single days. Data is usually updated within 24 hours, so this week's chart shows sends up to yesterday or the day before.

3. **Match any change to a send.** If one day stands out, open that day's broadcast report in the Mailer and look at who it went to. It almost always explains itself: an older segment, a new list, a different kind of offer.

4. **Glance at Authentication.** A dip usually means a new sending service or a changed DNS record. Re-run the Mailer's Deliverability check.

5. **Write one line in your send log:** the date, the spam rate and what you sent. In a month you will know exactly which emails your readers love.

> **Tip**
>
> Check Postmaster Tools before any send that is bigger than your usual one. Because data runs a day or two behind, look at the last few days with data, and send your big email when the line is low and steady.

PART 6

Your Most Engaged People First

This is the single most powerful habit in email marketing, and it is the one most people have never heard of. Inbox providers learn from how people react to each send. When the first people to receive your email open it, click it and reply, providers see a wanted email and place it in the inbox for everyone else too.

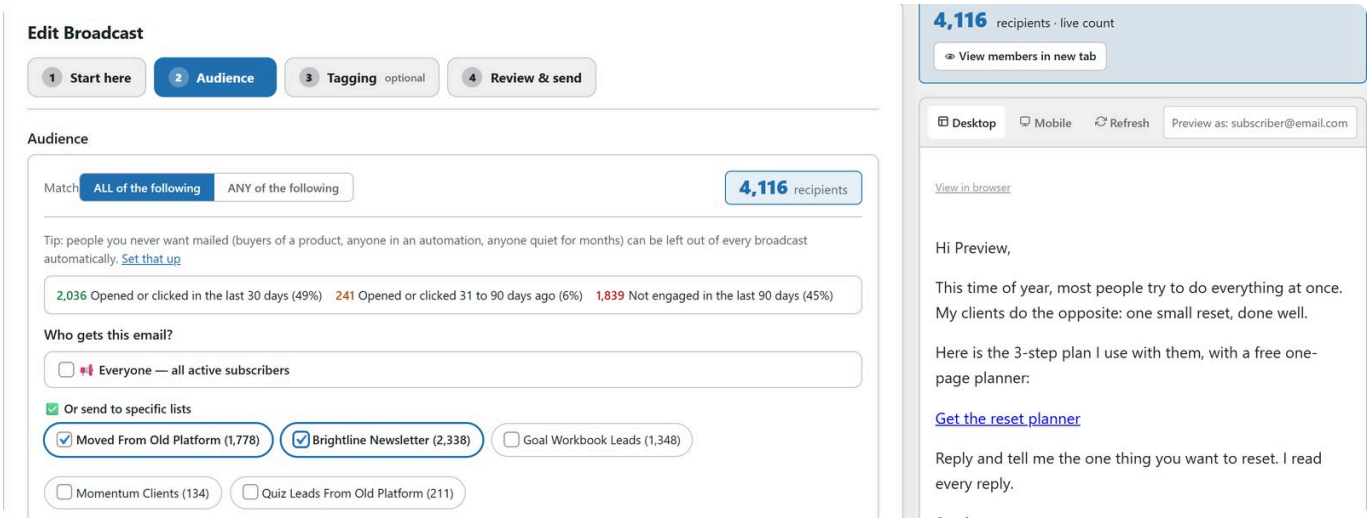
So the best senders do not send to their whole list at once. They send to their **most engaged people first**, watch the results, then widen the audience.

Three Groups, Three Ways To Treat Them

Group	Who They Are	How To Email Them
Engaged	Opened or clicked in the last 30 days	Every email, first in line.
Warm	Last opened or clicked 31 to 90 days ago	Most emails, after the engaged group has gone well.
Quiet	No open or click in the last 90 days	Your best emails only, in small groups, with a re-engagement series (Part 8).

The Audience Health Check

In the Mailer, every broadcast's **Audience** step shows this split for you, under the recipient count: how many people opened or clicked in the last 30 days, 31 to 90 days ago, and not in 90 days, with the share of each. When half or more of a big audience has been quiet for 90 days, it suggests the two smart options: leave the quiet people out, or send in waves.



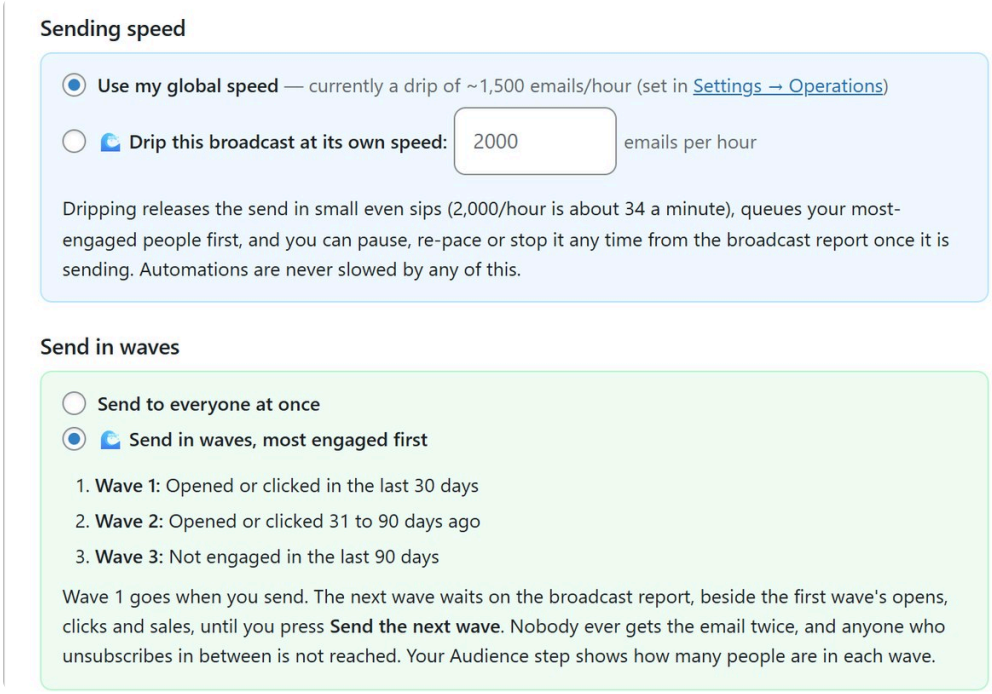
Every audience, split by engagement, before you send.

Send In Waves

On the broadcast's **Review & send** step, choose **Send in waves, most engaged first**. The Mailer splits the audience into the three groups above:

1. **Wave 1 goes when you click send:** everyone who opened or clicked in the last 30 days.
2. **You watch the results** on the broadcast report: opens, clicks and sales from wave 1.
3. **When you are happy, click Send the next wave** for the 31 to 90 day group, or **Send all remaining waves**.

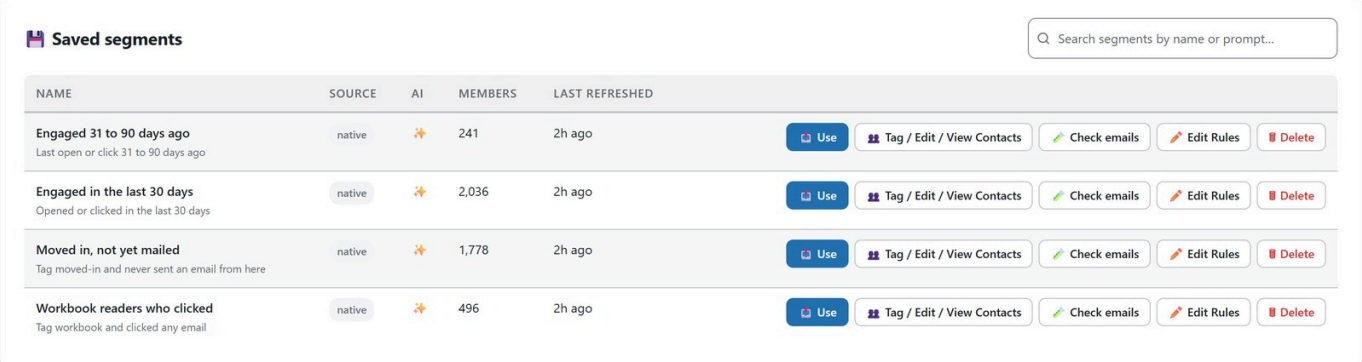
Each wave checks the audience again at the moment it sends, nobody ever receives the email twice, and anyone who unsubscribed in between is left out. Empty waves are skipped.



Send in waves: your most engaged people go first.

Build Segments Around Engagement

Segments are groups defined by rules, and they update themselves as people open and click. Brightline Coaching keeps four ready to use: engaged in the last 30 days, engaged 31 to 90 days ago, workbook readers who clicked, and people moved in from the old platform who have not been emailed yet. With an AI key connected, you can describe a segment in plain English, for example "opened or clicked in the last 60 days and tagged workbook", and the AI writes the rules for you, with a live count.



Engagement segments that update themselves.

Two more Mailer tools help here. Every subscriber carries an **engagement score** out of 100, recalculated daily, which you can filter on. And on the Subscribers screen, the **Last Contact** filter includes choices such as no contact in 90 or more days, so you can see exactly who to hold back while you warm up.

> **The habit**
>
> Every big send starts with the people who love your email. Their opens and clicks open the door for everyone else.

See ResultsAiX Mailer →

PART 7

Warming Up Gradually

Inbox providers trust what they know. A brand new domain, a new sending service, or a list you have not emailed for a while has no recent history, so the best start is a gradual one: small, engaged sends that grow day by day while your reputation builds.

Warm up when any of these is true:

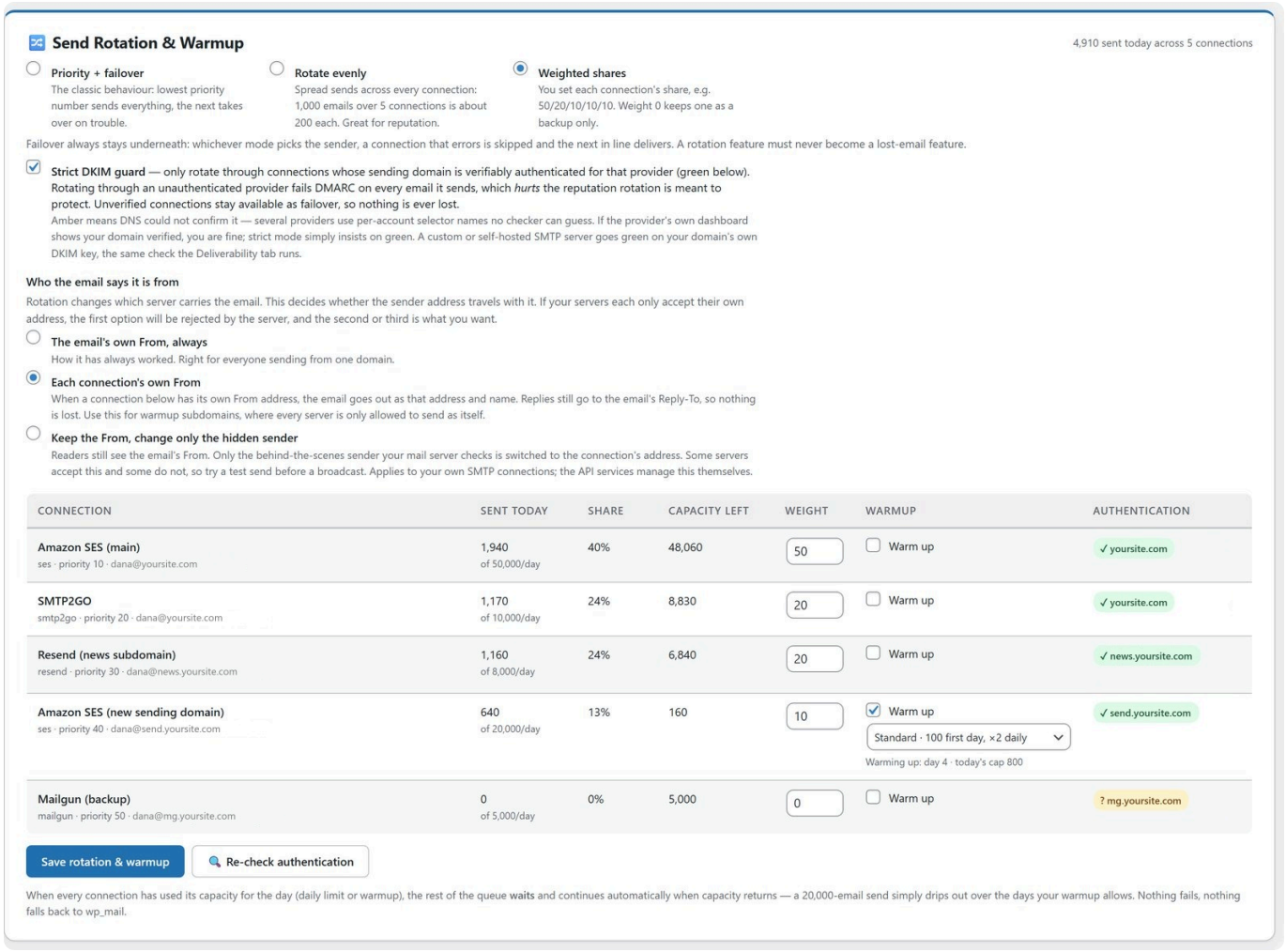
- You are sending from a new domain or subdomain for the first time.
- You have moved to a new sending service or a new account.
- You are bringing back a list you have not emailed for two months or more.
- You are moving your list in from another email platform (Guide 5 covers the whole move).

The Mailer's Warm-Up, Per Sending Connection

Go to **AiX Mailer**, then **Sending**, and scroll to **Send Rotation & Warmup**. On a connection's row, tick **Warm up** and pick a pace:

Pace	Day 1	Growth	Best For
Conservative	50 emails	1.5 times each day	A brand new domain and a careful start.
Standard	100 emails	Doubling each day	A new sending service on a domain with some history.
Fast	500 emails	Doubling each day	An established domain adding a new connection.
Custom	Your choice	Your choice	Your own plan, for example the 4-week table below.

Then send as normal. Each day the queue sends up to that day's cap, and the rest waits and continues the next day. Nothing fails and nothing is lost. The row shows where you are, for example *Warming up: day 4, today's cap 800*, and says *Warmup complete* when it reaches the connection's daily limit.



Warm-up and rotation, per sending connection.

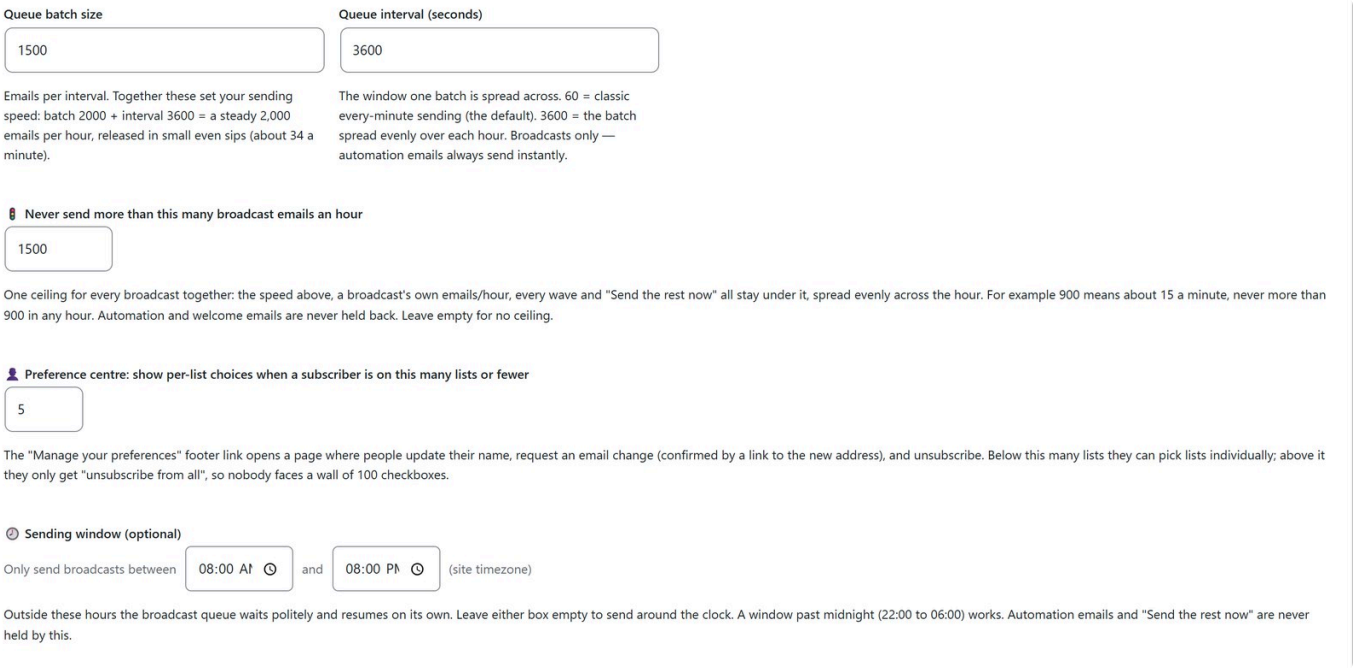
The same panel shows an **authentication badge** for each connection: green when your DNS proves that service may send for your domain. Tick **Strict DKIM guard** and only green connections take part in rotation, so every email that goes out is aligned.

The Hourly Ceiling And Your Sending Pace

A steady pace looks professional. Under **Settings**, the Mailer gives you the controls:

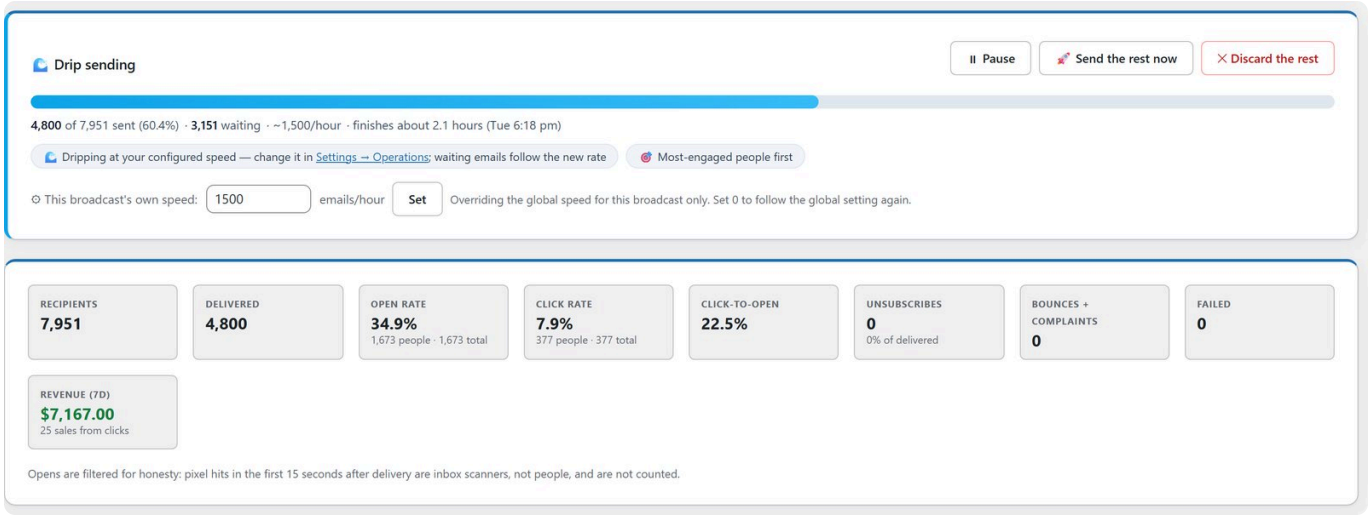
- **Never send more than this many broadcast emails an hour:** one ceiling for every broadcast together, spread evenly across the hour. 1,500 means about 25 a minute, never more than 1,500 in any hour. Automation and welcome emails are never held back.
- **Queue batch size and interval:** your normal speed. A batch of 1,500 with an interval of 3,600 seconds releases a steady 1,500 an hour in small even sips.
- **Sending window:** only send broadcasts between, for example, 08:00 and 20:00 in your site's timezone. Outside it the queue waits and resumes on its own.

- **Delivery guard:** if more than 5% of the last 200 sends fail, that broadcast pauses itself and emails you, and resuming is one click.
- **Seed addresses:** your own Gmail, Outlook and Yahoo mailboxes receive a copy every so many sends during a dripped broadcast, so you can see inbox placement while it sends.



Your hourly ceiling and sending window.

Each broadcast can also drip at its own speed, set on its **Review & send** step. While it sends, the report shows the progress, the time it will finish and buttons to pause or re-pace it.



A big send dripping out, most engaged first.

Your 4-Week Warm-Up Plan

Here is a plan that works for a new domain or a list you are bringing back. The numbers are daily sends, and they always go to your most engaged people first. If your list is smaller, you simply finish sooner.

Week	Daily Volume	Who Receives It	What To Watch
Week 1	50, rising to 300	Opened or clicked in the last 30 days, newest first. Your best content and a warm "here is what to expect" email.	Opens, replies, and your seed copies landing in the inbox.
Week 2	300, rising to 1,500	All of the 30-day group, then the newest of the 31 to 90 day group.	Postmaster spam rate low and flat, bounces under 2%.
Week 3	1,500, rising to 5,000	The whole 31 to 90 day group, plus 200 to 300 quiet people mixed into each send.	Opens from the quiet batches. A batch that opens well can grow next time.
Week 4	5,000 and up, to your full engaged list	Your normal sends to engaged and warm people, with the quiet group in a re-engagement series.	Compliance status all Compliant. You are warm.

WEEK 1

Start With Your Fans

- Authentication green, Postmaster Tools connected
- Warm-up on the connection, hourly ceiling set
- Wave 1 only: the last 30 days
- Ask a question people will reply to

WEEK 2

Widen Gently

- All of the engaged group, every send
- Add the 31 to 90 day group in waves
- Read List Health after each send
- Keep the same days and times

WEEK 3

Invite The Quiet Ones

- 200 to 300 quiet people per send
- Tag them on open and on click
- Grow the batches that respond
- Start a short re-engagement series

WEEK 4

Your New Normal

- Regular sends to engaged and warm people
- Waves for every big promotion
- Weekly look at Postmaster Tools
- Archive anyone still quiet after the series

PART 8

Keeping Your List Clean

A clean list is a list of real people who want your email. It opens more, clicks more, buys more, and costs less to send to. List hygiene is four small habits, and the Mailer does most of each one for you.



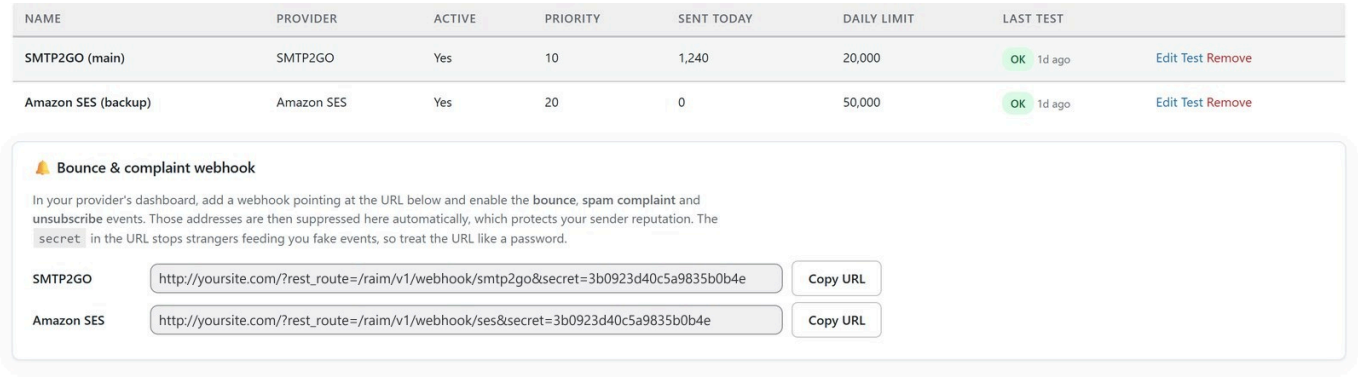
▶ **Watch the video**

How I Used My Sales Data To Clean My Email List

1. Bounces Are Removed Automatically

A **hard bounce** means the address or domain does not exist. The Mailer adds it to your suppression list immediately. A **soft bounce** is temporary (a full mailbox, a busy server), so the address stays and the bounce is recorded. If one address soft bounces five times within 90 days, it is treated as gone. Every bounce is logged with its reason and the service that reported it.

For this to work, your sending service reports bounces back to the Mailer through a **webhook**. On the **Sending** tab, each service shows its own webhook URL with a Copy URL button. Paste it into your sending service's webhook settings and switch on the bounce, spam complaint and unsubscribe events. It takes two minutes and it is one of the best things you can do for your reputation.



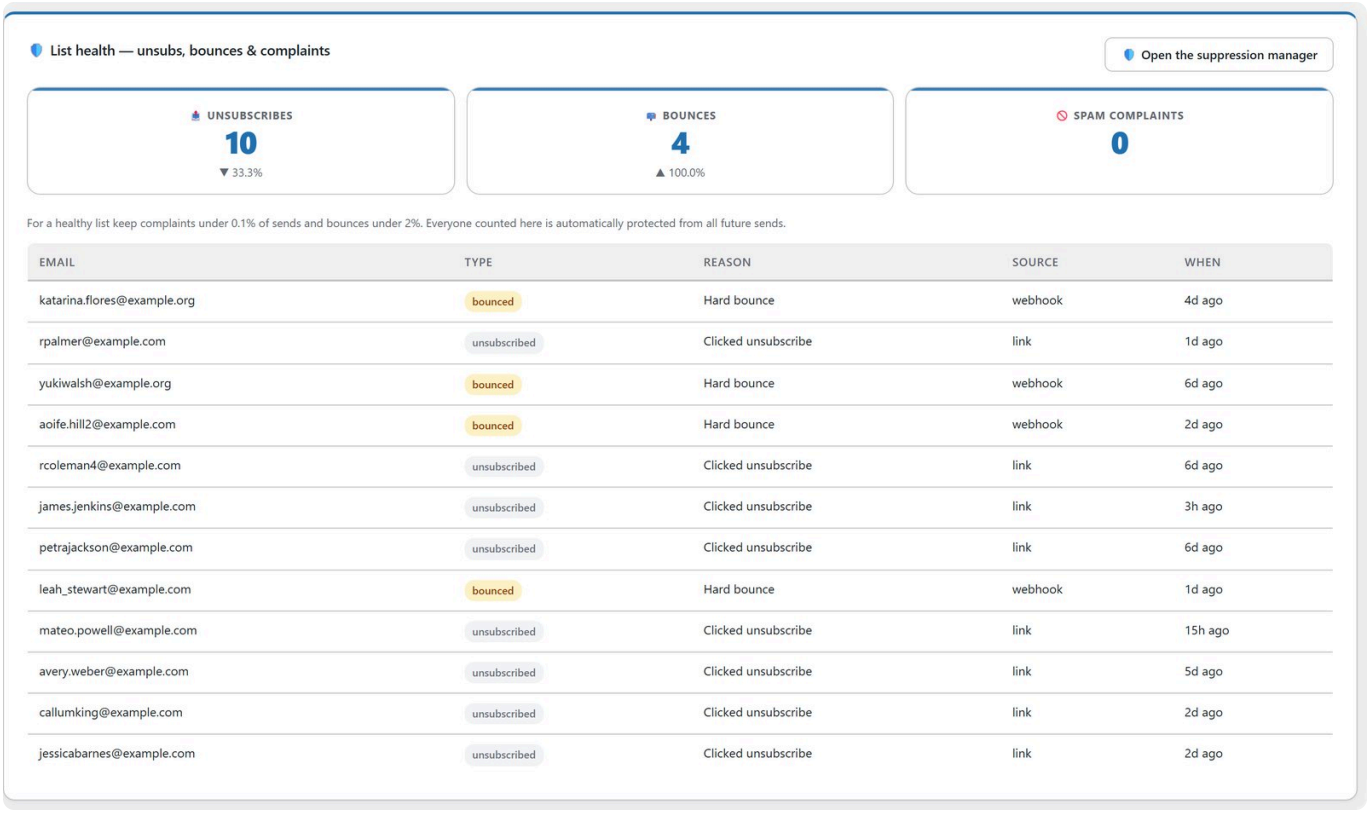
Copy the webhook URL into your sending service.

2. Unsubscribes And Complaints Leave For Good

An unsubscribe from a broadcast takes the person off the list that email was sent to. The global unsubscribe stops everything and adds them to suppression. A spam complaint reported by your service is suppressed immediately and permanently. The suppression check runs at the moment of every send, so no list, segment or import can bring those people back.

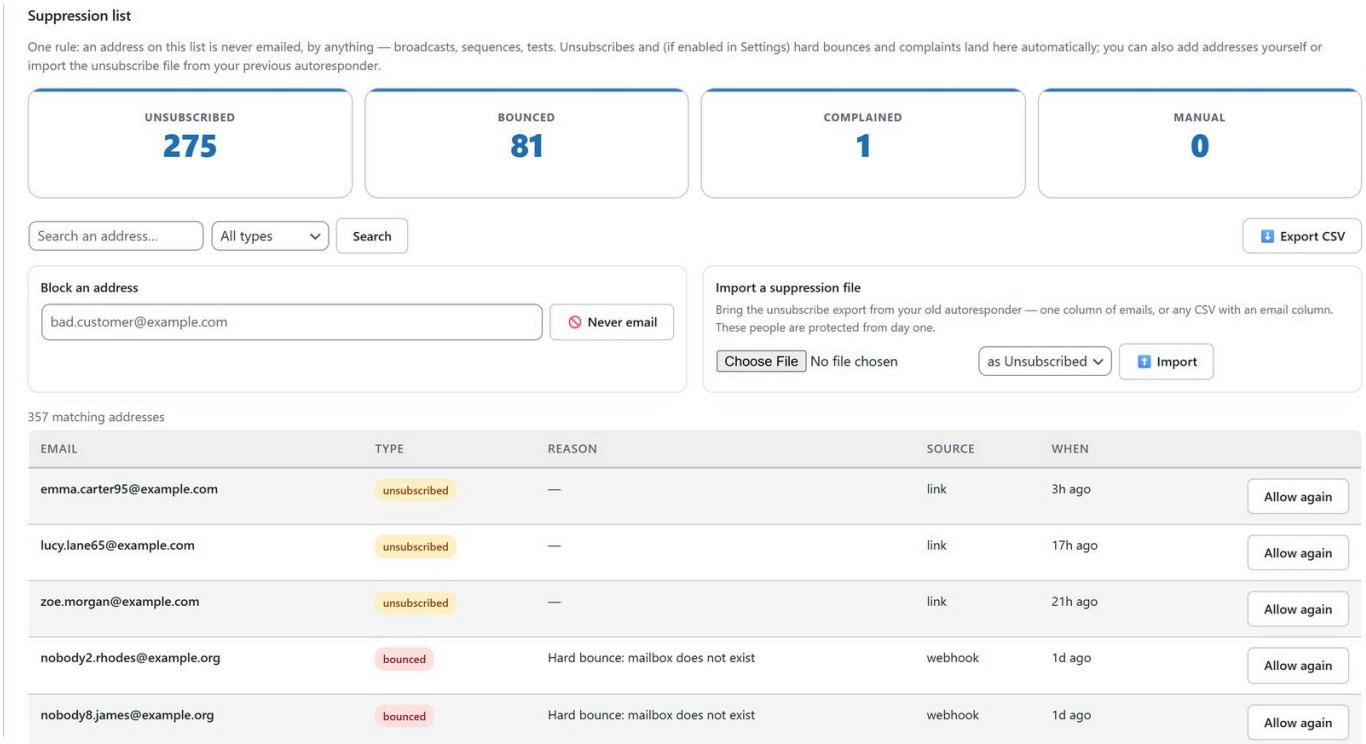
3. Watch List Health After Every Send

In **Reports**, the **List Health** section shows unsubscribes, bounces and spam complaints for any date range, each compared with the period before, and the latest people behind them. The benchmarks to keep in mind: complaints under 0.1% of what you send, and bounces under 2%.



List Health after every send.

The **Deliverability** tab holds the full suppression manager: the totals by reason, a search for any address, a **Never email** box to block an address by hand, **Allow again** if one landed there by mistake, plus import and export.



Everyone who left stays out, automatically.

4. Re-Engage The Quiet, Then Let Them Go

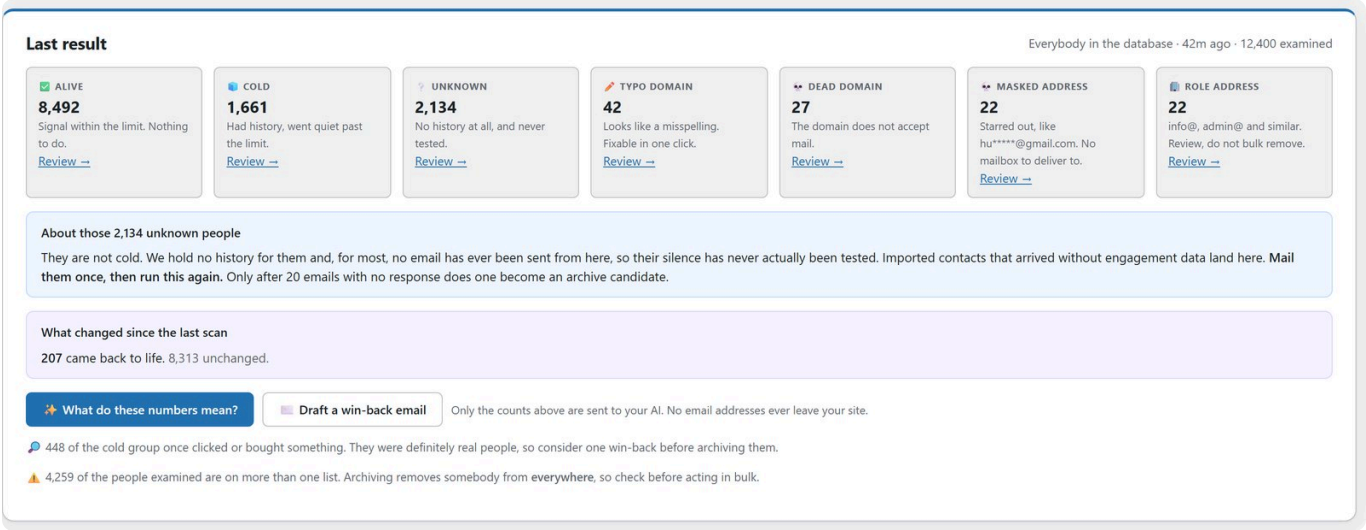
People go quiet for ordinary reasons: a new job, a full inbox, a change of interest. A short re-engagement series wins many of them back, and it tells you clearly who has moved on.

1. **Find them.** Use the Subscribers screen's Last Contact filter, or the engagement score, to find people with no open or click in 90 or more days.
2. **Send 2 or 3 short emails** over two weeks: your most useful content, a simple "still want these emails?" with a one-click "yes please" link, and a friendly goodbye.
3. **Tag the responders.** A tag on click (Part 9) moves anyone who clicks straight back into your engaged group.
4. **Archive the rest.** Your list gets smaller and your results get better, because every send now goes to people who read it.

Verify Leads: Know Who Is Real

The Mailer's **Verify Leads** screen sorts your whole database into clear groups: alive, cold, unknown (no history yet), typo domains such as gmial.com with a one-click spelling fix, dead domains that cannot receive

mail, masked addresses, and role addresses such as info@. It runs on your own site, and you choose what to do with each group.



Verify Leads shows who is real.

> **Tip**
>
> Run Verify Leads before your first send to any list you have not emailed recently. Fixing typo domains alone often brings back real people who signed up and never heard from you.

PART 9

Writing Emails People Want

Everything so far gets your email to the door. What you write is what makes people glad to open it, and glad readers are the best deliverability strategy of all. Here is what the best email writers do.

Set The Expectation At Sign-Up

Tell people on your form what they will get and how often: "A short coaching tip every Tuesday, plus the occasional offer." Then do exactly that. People who get what they signed up for open, and very rarely report spam. For extra proof of consent, the Mailer offers **double opt-in** list by list: new subscribers confirm with one click before they become active, which gives you a smaller but very engaged list.

Write Like A Person

Part Of The Email	What Works
From name	A real person and your brand, the same every time: "Sarah at Your Business".
Subject line	Clear and specific, about the reader: "Your 10-minute weekly review" beats "Newsletter #42".
Preheader	The preview line after the subject. Use it to finish the thought, not to repeat it.
Opening	Get to the point in the first two lines. Use their first name if you have it.
Body	Short paragraphs, real text, a few images at most. One idea per email.
Links	A few links, all to your own domain or well-known sites, with one main call to action.
Ending	A question people can answer. Replies are one of the strongest good signals you can earn.

Let The Mailer Check It Before You Send

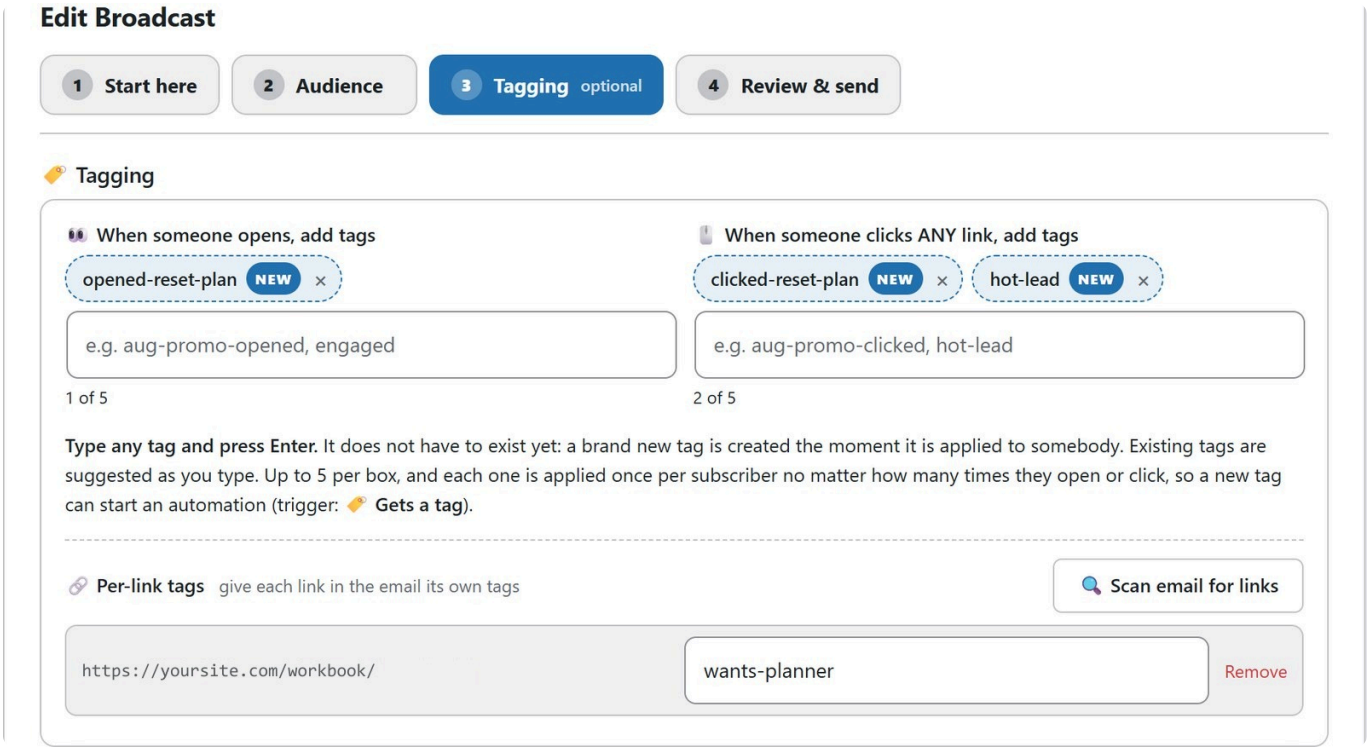
Inside the broadcast composer, with an AI key connected, three tools help:

- **Subject lines:** ten suggestions, each with a different angle (curiosity, benefit, story and more) and a matching preheader.
- **Inbox score:** a score out of 100 with a plain checklist: spam-trigger phrases, broken merge tags, image-to-text balance, link density and formatting.
- **Preview as a real subscriber,** and a test send to your own inbox, so you see exactly what your reader will see.

Names are tidied too. With **Capitalise names in emails** switched on, "sarah" and "SARAH" both go out as "Sarah", while the name stored on the subscriber is left as they typed it.

Tag People By What They Do

Every broadcast has a **Tagging** step. Add tags when someone opens, when someone clicks any link, or per link: a click on your coaching programme link can tag someone differently from a click on your blog post. Each tag can start an automation instantly. Tag clickers of your workbook link and send them the next step. Tag openers and you know who is engaged right now, without guessing.



Tag people by what they open and click.

Send On A Rhythm

Choose a rhythm you can keep, such as one email a week on the same day, and keep it. A steady, expected email builds a habit in your readers and a steady pattern for inbox providers. A plan on the Mailer's calendar makes it easy.

See ResultsAiX Mailer →

PART 10

What The Mailer Does For You

Here is every ResultsAiX Mailer feature from this guide in one place, with where to find it.

Feature	What It Does For Your Deliverability	Where
Domain check	Checks SPF, DKIM, DMARC and MX for your sending domain, with a score and fix-it steps.	Deliverability
One-click unsubscribe	List-Unsubscribe and List-Unsubscribe-Post headers on every broadcast, plus a footer link, honoured instantly.	Automatic
Postal address	Added to every email footer from your sender profile. Broadcasts wait until it is set.	Settings, Sender Profiles
Suppression list	Unsubscribes, hard bounces, complaints and manual blocks are never emailed again.	Deliverability
Bounce rules	Hard bounces blocked at once. Five soft bounces in 90 days and the address is blocked.	Automatic
Bounce and complaint webhook	Your sending service reports bounces, complaints and unsubscribes back automatically.	Sending
List Health	Unsubscribes, bounces and complaints for any period, with trends and the people behind them.	Reports
Hourly ceiling	Never more than your chosen number of broadcast emails an hour, spread evenly.	Settings
Sending window	Broadcasts send only between the hours you choose.	Settings
Drip speed per broadcast	Releases a big send in small even sips, most engaged people first.	Broadcast, Review & send

Send in waves	Engaged first, then you decide on the next wave from the report.	Broadcast, Review & send
Audience health check	Shows the 30, 90 and quiet split of every audience before you send.	Broadcast, Audience
Warm-up	Conservative, Standard, Fast or Custom daily caps on any sending connection.	Sending, Rotation & Warmup
Rotation and DKIM guard	Spreads sends across connections, only through authenticated ones when strict.	Sending, Rotation & Warmup
Delivery guard	Pauses a broadcast and emails you if too many sends fail.	Settings
Seed addresses	Copies to your own mailboxes during a big send, to check inbox placement.	Settings
Always leave out	Rules for people who should never get a broadcast, checked at every send.	Settings
Segments and AI Segment Builder	Engagement-based groups that update themselves.	Segments
Behavior tagging	Tags on open, on any click and per link, each able to start an automation.	Broadcast, Tagging
Engagement score	A daily score out of 100 for every subscriber, to filter and segment on.	Subscribers
Verify Leads	Sorts your list into alive, cold, unknown, typo domains, dead domains, masked and role addresses.	Verify Leads
Inbox score and AI subjects	Checks your email before it goes, and suggests subject lines with preheaders.	Broadcast composer

Double opt-in	New subscribers confirm before they become active, list by list.	Lists

Let The Mailer Do The Deliverability Work

One-click unsubscribe, automatic bounce and complaint suppression, warm-up, waves, an hourly ceiling and List Health, built in and switched on from your first send.

Explore ResultsAiX Mailer →

PART 11

Your Deliverability Checklist

Print this page and tick it off. The first group is set up once. The second is a quick look before every big send. The third is your weekly habit.

Set Up Once

Check	Done When
Sending from your own domain	Your From address is on your domain, for example hello@yoursite.com.
Sending service connected	The Mailer's test send arrives in your inbox (Guides 2 and 3).
SPF published	One SPF record that includes your mailbox provider and sending service.
DKIM published	Your sending service shows your domain as verified.
DMARC published	A _dmarc record with at least p=none and a rua address you read.

Mailer domain check	The Deliverability tab shows SPF, DKIM, DMARC and MX passing.
Sender profile complete	From name, From email, Reply-To and postal address set.
Webhook connected	Bounce, complaint and unsubscribe events switched on at your sending service.
Postmaster Tools verified	Your domain shows as verified at postmaster.google.com.
Pace set	Hourly ceiling and, if you want one, a sending window in Settings.
Old unsubscribes imported	If you moved from another platform, its unsubscribe and bounce file is in your suppression list.

Before Every Big Send

Check	Done When
Audience health	You have looked at the 30, 90 and quiet split on the Audience step.
Waves chosen	Send in waves is on for any audience with a large quiet group.
Postmaster Tools	The last few days with data show a low, steady spam rate.
Inbox score	The email scores well, with nothing important on the checklist.

Test send	You have read the test in your own inbox, on your phone too.
Tags set	Tags on open and on click are set on the Tagging step.

Every Week

Check	Done When
List Health	Complaints under 0.1% and bounces under 2% of what you sent.
Postmaster Tools	Compliance status Compliant, spam rate low and flat.
Quiet people	Anyone quiet for 90 days is in your re-engagement series.
Replies	You have answered the people who wrote back.

PART 12

Questions People Ask

Do I need a sending service if my web host can send email?

For a real list, yes. A professional sending service is built for volume, handles the technical side of delivery and gives you DKIM on your own domain. Your web host's mail is fine for a contact form. Guide 2 compares the services and Guide 3 sets one up step by step.

How long does it take for DNS records to work?

Usually minutes, sometimes a few hours. Add the records, wait a little, then click Verify in your sending service and run the Mailer's Deliverability check.

Should I use double opt-in?

It depends on what the list is for. Double opt-in gives you a smaller, very engaged list and proof of consent. Single opt-in lets you deliver a free gift instantly. The Mailer lets you choose list by list, and override it on any form.

How often should I email my list?

As often as you have something useful to say and can keep it up. Weekly is a great starting rhythm. The key is consistency and sending what you promised when people joined.

What is a good open rate?

Treat open rates as a trend rather than an exact number, because some email apps load images automatically and others block them. Clicks and replies are the stronger signals. If your opens and clicks are steady or rising, you are doing well.

Does the Mailer limit how many emails I can send?

No. Everything in the Mailer is unlimited: subscribers, emails and lists. Your sending pace is yours to set with the hourly ceiling, and your sending service's plan sets your daily volume.

Every Tool On One Key

The ResultsAiX Bundle puts the Mailer and every other ResultsAiX plugin on one licence key, so your list, your funnels, your tracking and your sales all live on your own site.

See The ResultsAiX Bundle →

PART 13

What To Read Next

This is Guide 4 of 15 free AiX Training Guides, each with its own free PDF. If you are bringing a list across from another email platform, Guide 5 is your next read: it walks you through the whole move, and it builds on everything here.

1 Getting Started With ResultsAiX →
2 The Complete SMTP Service Guide →
3 Setting Up SMTP2GO From Start To Finish →
4 Email Deliverability: Reach The Inbox *(you are here)*
5 Moving Your Email List To The AiX Mailer →
6 Email Automations Playbook →
7 How To Grow Your Email List With ResultsAiX →
8 How To Build Sales Funnels, Start To Finish →
9 How To Move Your Membership To ResultsAiX →
10 Running Customer Support With AI →
11 Launching A Product With Affiliates And JV Partners →
12 ResultsAiX For 6 And 7 Figure Marketers →
13 WP Conversion Tracker: Track Every Click And Every Sale →
14 WP Sync: Connect All Your Tools Without A Monthly Automation Bill →
15 Automated Webinars That Sell →

Your First Step, Today

Open the Mailer's Deliverability tab and run the check on your sending domain. If anything is still to add, add it tonight. Then sign up for Google Postmaster Tools. That is your foundation done, and every email you send from here builds on it.

Keep Going

All 15 AiX Training Guides are free on the ResultsAiX blog, each with its own PDF.

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ResultsAiX.com

by Kevin Fahey