

GlockApps Monthly Inbox Placement Report

Inbox and Spam Placement Rates Statistics
for January 2021



GLOCK APPS

Introduction

GlockApps runs thousands of email deliverability tests every day and collects a lot of data on email performance across different mailbox providers. With our monthly reports, you can compare your inbox placement results with the average for each mailbox provider. This way you'll be able to see if your performance matches the average, could be improved, or is actually higher.

What is Email Deliverability?

Email deliverability is the ability to deliver email to the recipient's inbox. It is a common mistake to think that when an ESP (email service provider) shows your delivery rate, it means that emails definitely have reached your recipient. What it actually means is that these emails did not bounce back, but they could end up in the inbox, as well as spam or promotional tab.

Email marketers put a lot of effort into creating high-quality emails to engage their recipients. But what good will it be if a person never sees the email because it will land in a spam folder? This is why it is so important to monitor email deliverability.

There are three reliable metrics you should monitor to have a clear understanding of where your emails actually land at different mailbox providers: inbox placement rate, spam folder placement rate, and missing rate.

How Are Inbox, Spam, and Missing Rate Calculated?



Inbox placement rate is calculated as the number of emails delivered to the inbox and promotional tab, out of the total emails sent.

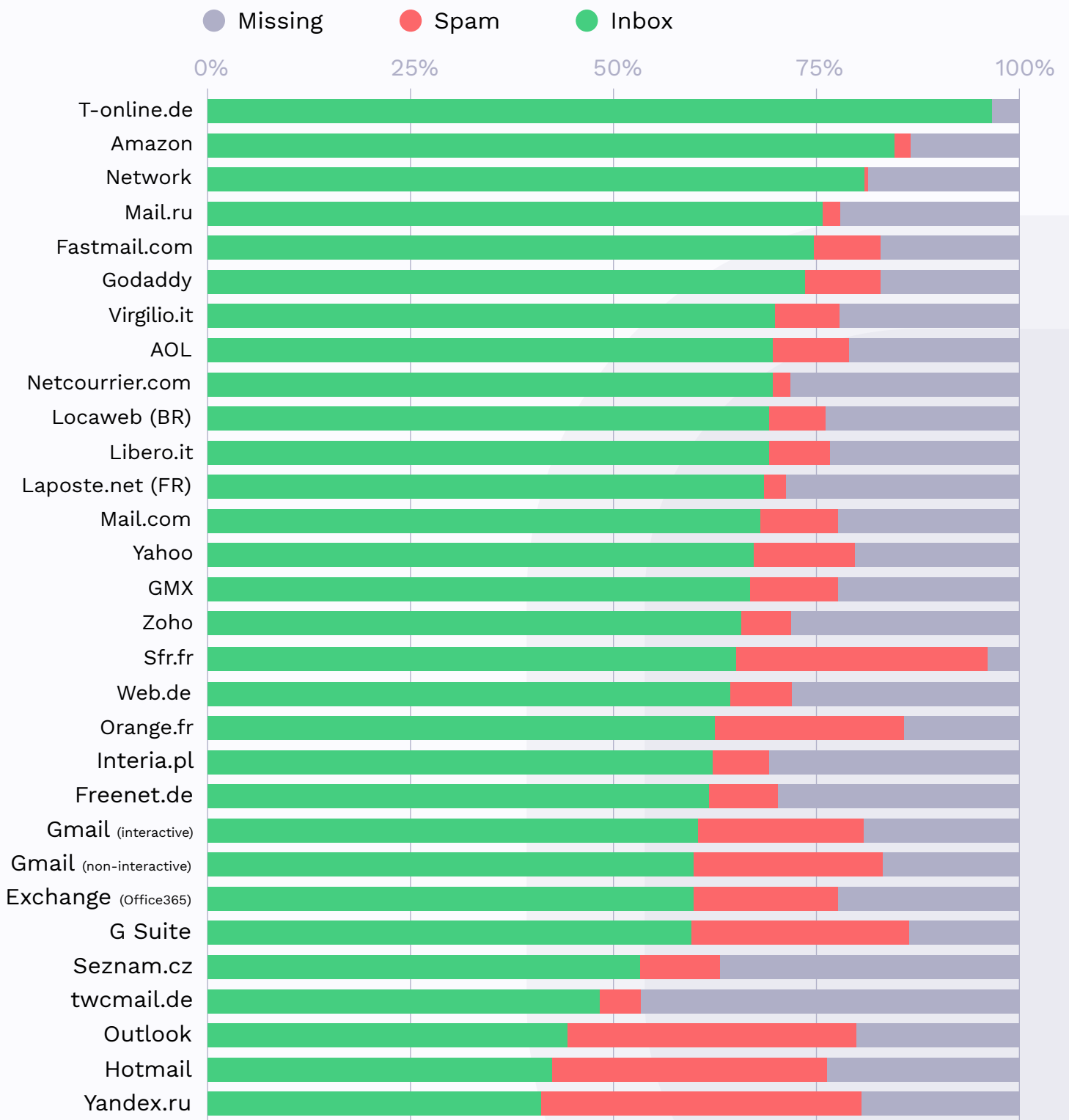


Spam placement rate is calculated as the number of emails delivered to the spam folder out of the total emails sent.

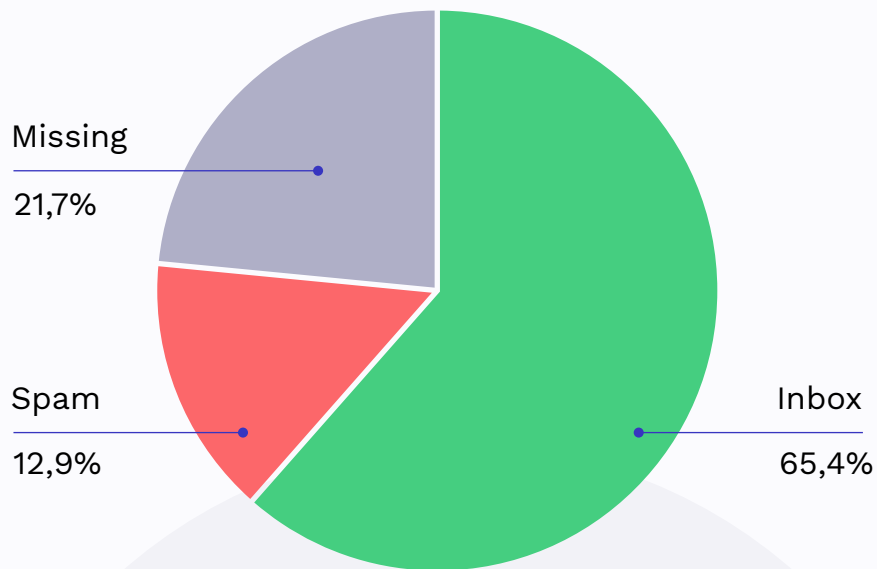


Missing rate is calculated as the number of emails that never arrived in the inbox, spam, or promotional tab.

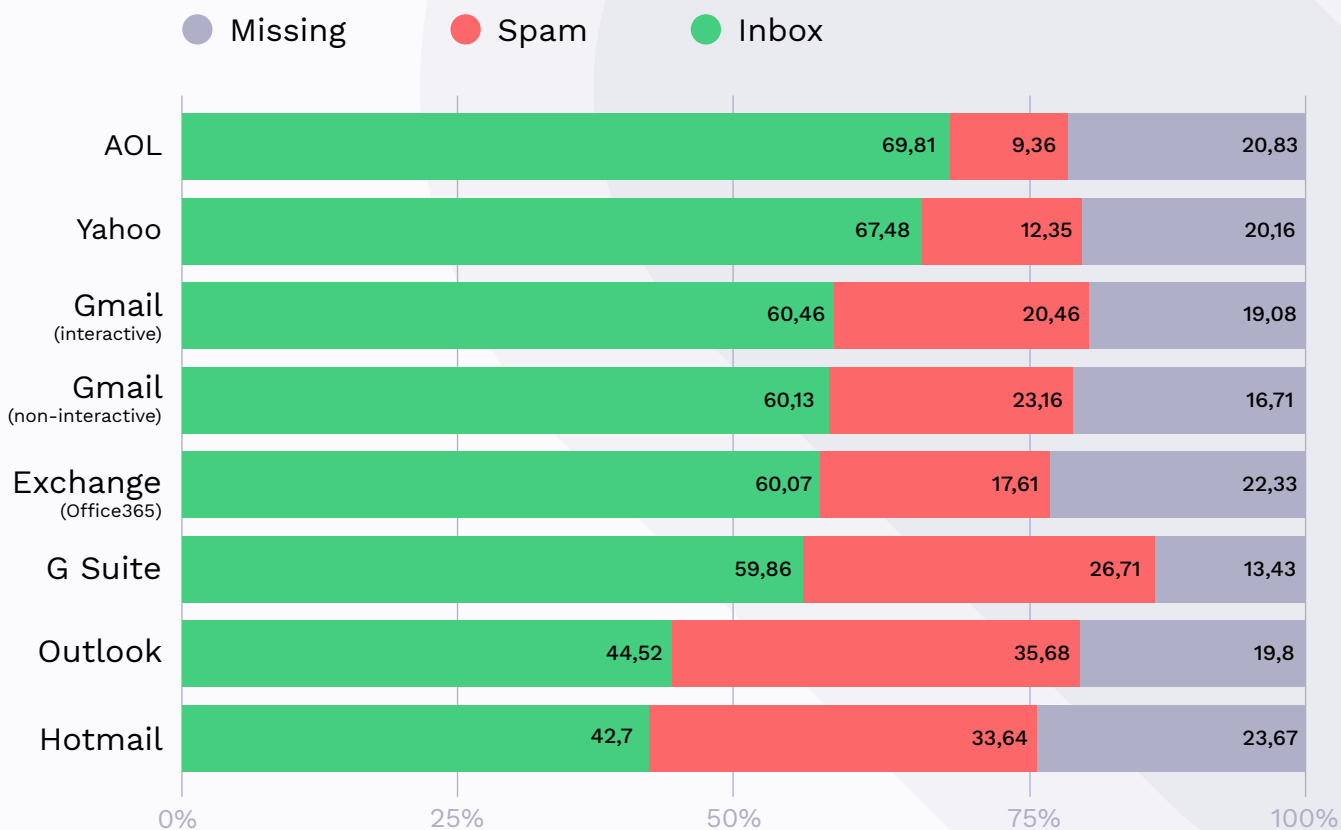
Inbox, Spam and Missing Rate Across All Providers



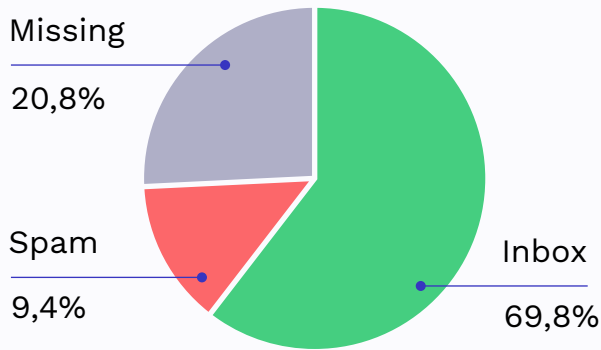
Average Inbox, Spam and Missing Rate



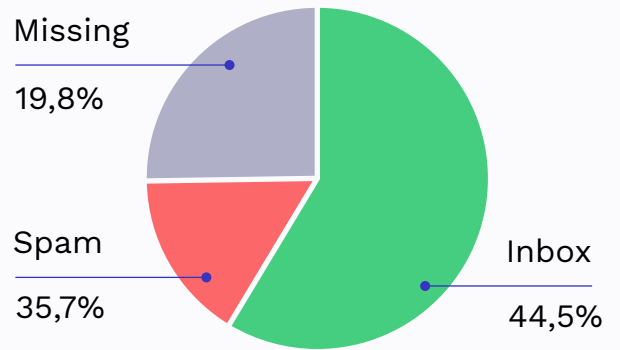
Largest Mailbox Providers - Inbox, Spam and Missing Rate



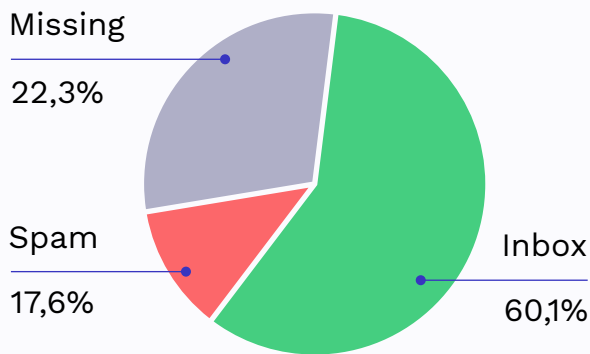
AOL



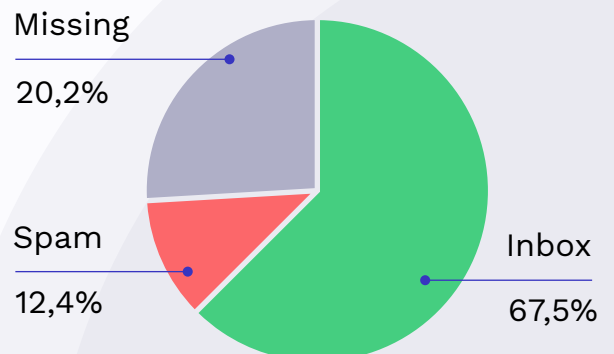
Outlook



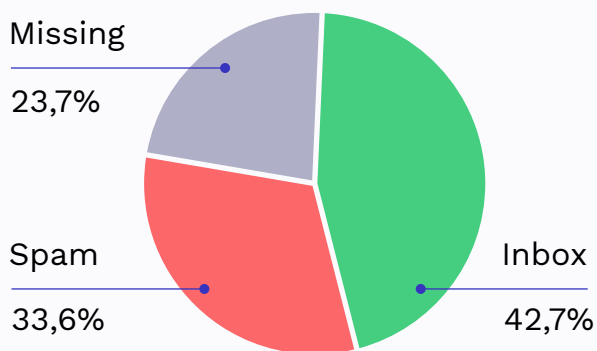
Exchange (Office365)



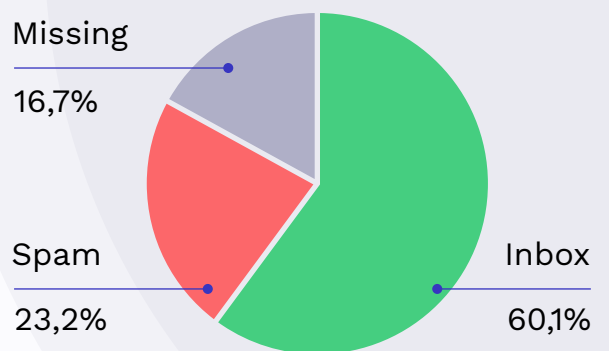
Yahoo



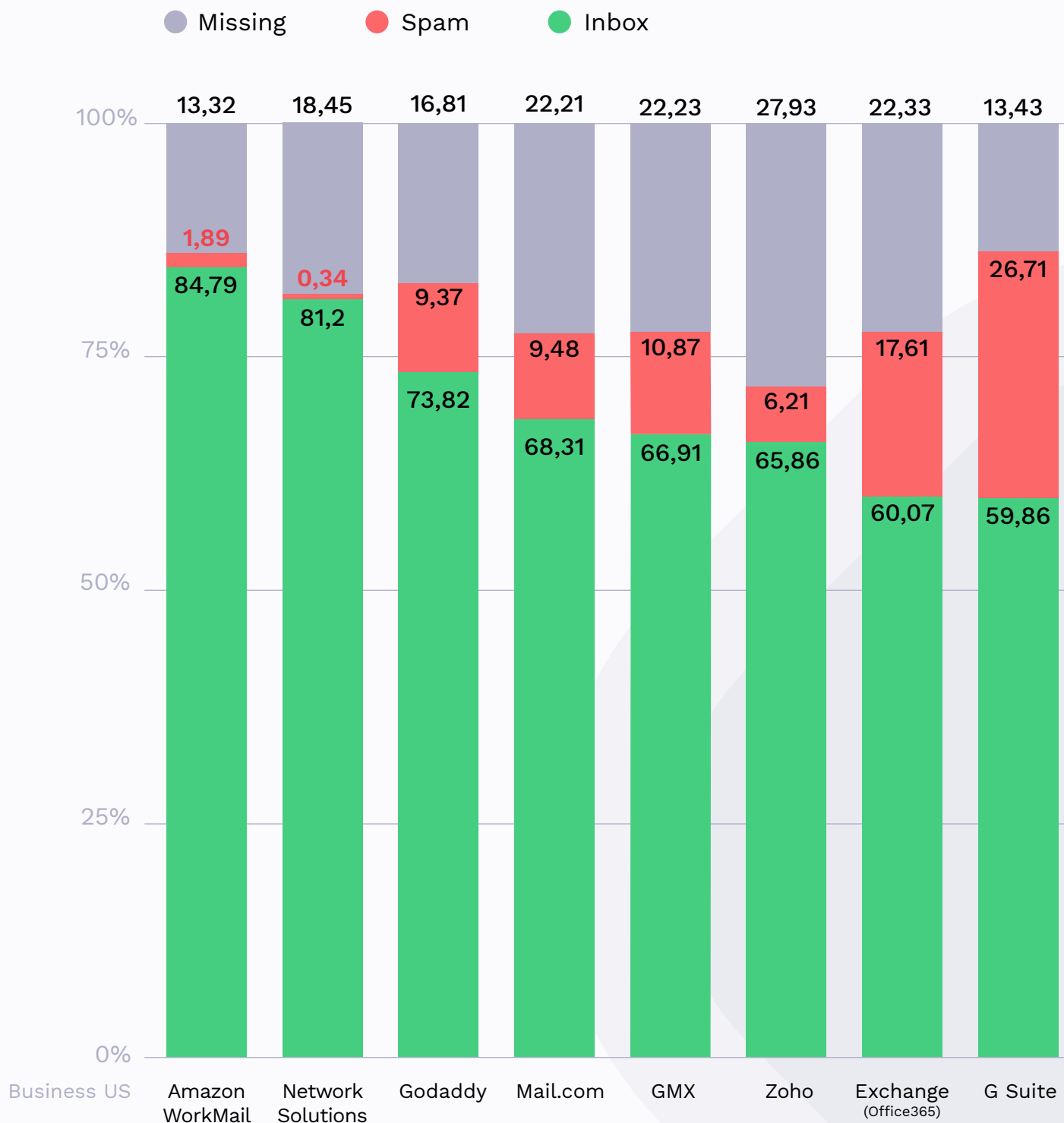
Hotmail



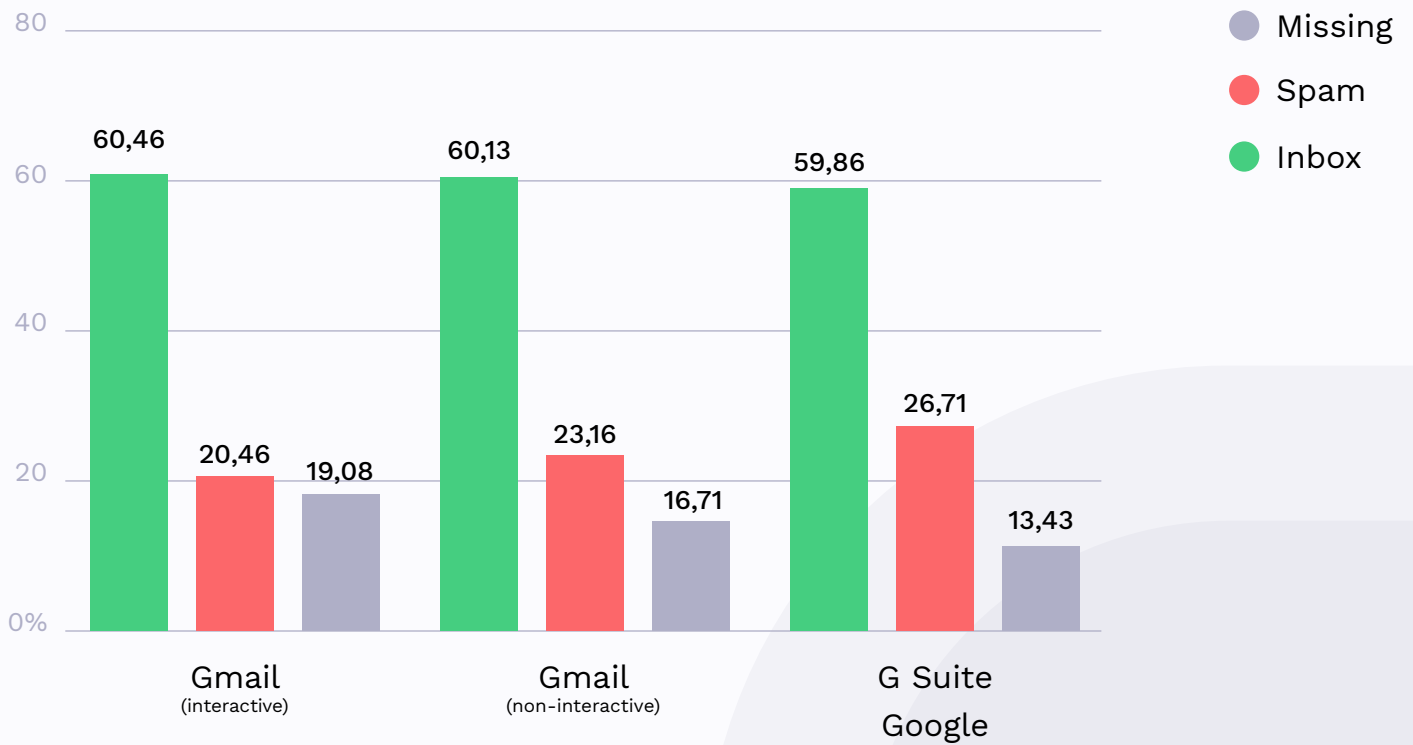
Gmail (non-interactive)



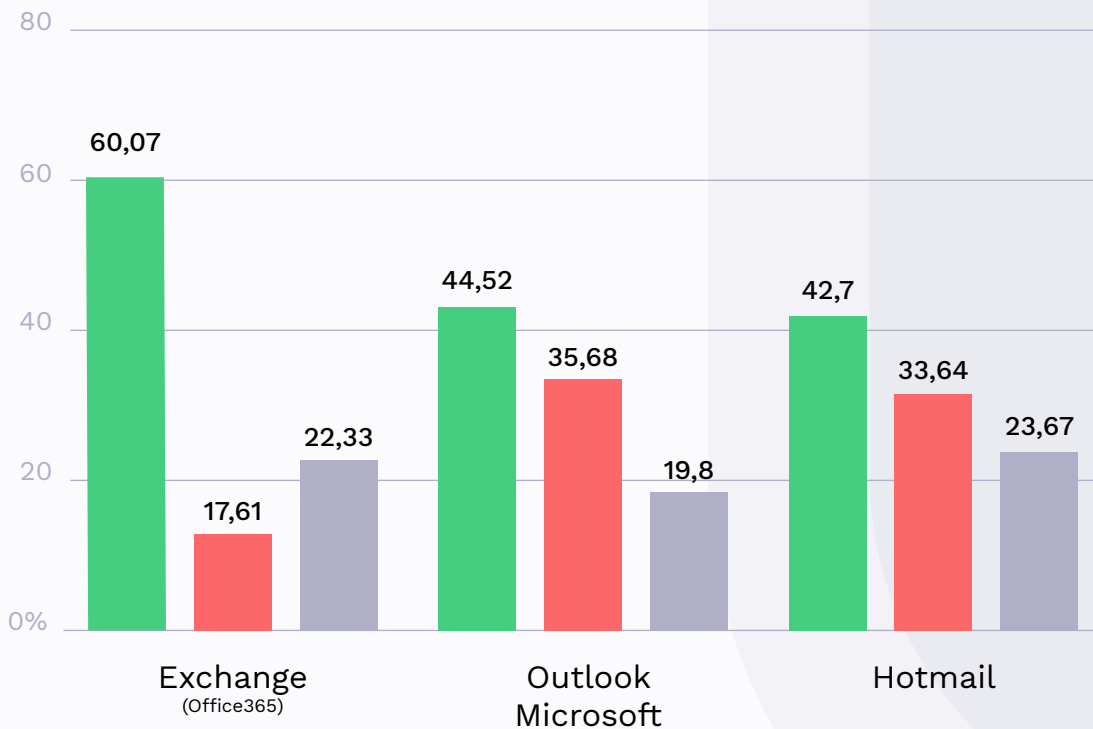
Largest US Business Mailbox Providers



Across Google: Inbox, Spam and Missing



Across Microsoft: Inbox, Spam and Missing



How to Improve Inbox Placement

Keep Your Email List Healthy

Old and invalid email addresses, as well as spam traps, will negatively affect your sender reputation. Don't purchase or scrape email addresses, and always keep your list healthy, deal with complaints, and use a confirmed opt-in method.

Authenticate Your Emails

To increase your chances of getting into the inbox, you have to prove to mailbox providers that you are a legitimate sender. You can achieve this by authenticating your emails with the three most common protocols - SPF, DKIM, and DMARC. See if you have needed protocols - [run DMARC check](#).

Monitor Email Blacklisting

When a sender's IP is blacklisted, the sender reputation starts to suffer and the inbox placement rate can decrease significantly. By monitoring the IP reputation, you will always know if the IP was blacklisted and can start the delisting process immediately. Try [IP reputation monitoring](#) free.

Run Deliverability Tests

Correct any overlooked mistakes and get the maximum inbox placement by testing email before sending it. At GlockApps we test your authentication records' health, email content (text, links, images, HTML code), blacklistings. And provide actionable insights for improvements. Run quick [deliverability test](#).

Methodology

This statistical data was collected from more than 200 000 GlockApps marketing email deliverability tests made in the period from December 1st to December 31st, 2020. Note that the missing rate may be lower than stated in the report due to mistakes some users make when running tests. Inbox and Spam placement rates are not affected by this.

Follow us:

