

# Repair your Email Sender Reputation with these 4 Steps

Similar to a credit score, "sender reputation" refers to a score assigned to an email sender by a mailbox provider. A positive sender reputation will result in emails that are successfully delivered to the intended recipients' inboxes, whereas a negative reputation may cause emails to be filtered as spam.



## Pinpoint when the problem began.

First, identify when your email deliverability issues began to occur. To do this, open the Emails Report in your Analytics page. Sort data by % opened, % delivered and/or % replied. Then adjust the date filter to reveal data for the past few months, widening your search, as needed. When did your engagement rates started to drop off? (You can also use a 3rd party tool like [Google Postmaster](#) to do this.)



## Identify any changes made during that time period.

Once you've pinpointed when the issue(s) began, you can explore what changes occurred around this time that could have impacted your reputation. Examples might include a new Cadence template, new traffic, or another email service provider sending on behalf of your domain. (New Cadences can be identified by pulling the Cadences report and sorting by Date Created.)



## Tighten your audience.

Now that you have identified *when* the problem arose and *what* likely caused the problem, you can begin taking steps to mitigate the issue. One of the most effective ways to rebuild your sender rep is by limiting the audience you're emailing. For the next month, try emailing only those people who have opted-in, engaged with the website and/or engaged with content.



## Monitor traffic and slowly re-expand.

Limiting your emails to those who are actively engaged will help remove any invalid email addresses, avoid spam traps and reduce user complaints. Continue to monitor your email data using the same reports listed in Step 1. As you notice improvement over time, gradually expand your audience to less engaged recipients.

