



THE DEFINITIVE GUIDE

TO GETTING OUT OF THE SPAM FOLDER

Say goodbye to deliverability woes and discover an arsenal of steps, game-changing tips and tricks, and case studies to help you craft and send emails that land straight to your audience's inbox!

But First, See a Few Client Wins

Before jumping right in, have a look at some of our case studies highlighting the fantastic results we were able to pull from helping our clients land into their recipient's inboxes.

Email Deliverability Goes from 9.94% to a Massive 40% in 2 Months

/ Bone and Joint Supplement Brand

Before TQLA

This client needed our help as all of their email domains were performing well except for one—Hotmail. The Tequila Sunrise team was up for the challenge of solving their deliverability issues.

Email Domain	Open rate	Click rate	Bounce rate	Spam rate	Unsubscribe rate
gmail.com	47.67%	0.64%	0.09%	0.00%	0.51%
yahoo.com	44.01%	0.44%	0.09%	0.11%	0.26%
aol.com	44.44%	0.41%	0.06%	0.13%	0.33%
hotmail.com	9.94%	0.32%	0.17%	0.04%	0.08%

After 2 Months

After finding the issues with their setup, **we implemented a few tweaks to their email domain that ramped up their Hotmail open rate from 9.94% to 40%**! Look at how close it is to the rest of their domains! (Gmail went down slightly because we started engaging with a larger portion of their leads list).

Email Domain	Open rate	Click rate	Bounce rate	Spam rate	Unsubscribe rate
gmail.com	32.14%	0.59%	0.10%	0.00%	0.25%
yahoo.com	51.99%	0.64%	0.04%	0.14%	0.32%
aol.com	53.39%	0.52%	<0.01%	0.06%	0.34%
hotmail.com	40.88%	0.71%	0.16%	0.21%	0.43%

Revisit
& Reclaim Your Pain-Free Life

SHOP TODAY →

Not all joint pain relief solutions are made equal — and you know that the best.

At [redacted] our scientifically backed, all-natural formula soothes even the most nagging pain, working hard to:

- 1 Reduce joint inflammation & stiffness.
- 2 Maximize comfort, mobility & flexibility.
- 3 Repair & regenerate damaged tissue & cartilage.
- 4 Stop future joint wear & tear.
- 5 Boost range of motion in even the stiffest joints.

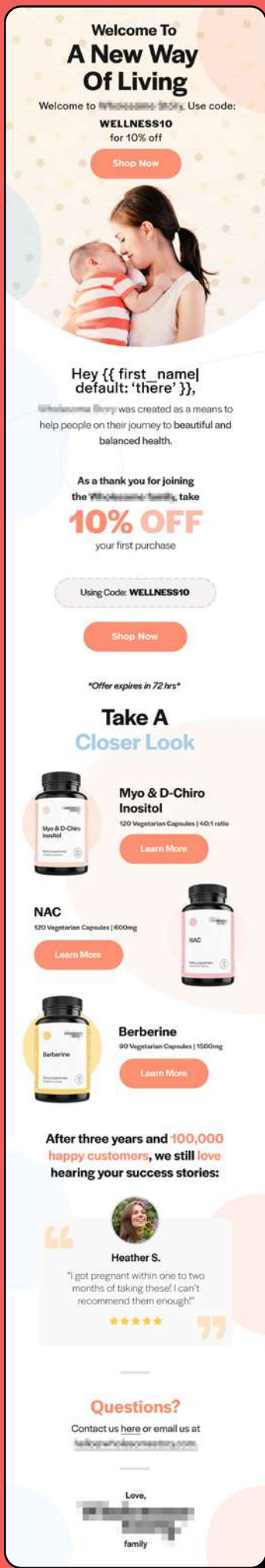
You're so close to finally putting an end to your discomfort.

Try [redacted] today

RISK-FREE

60-DAY MONEY-BACK GUARANTEE

I'M READY TO TRY [redacted]



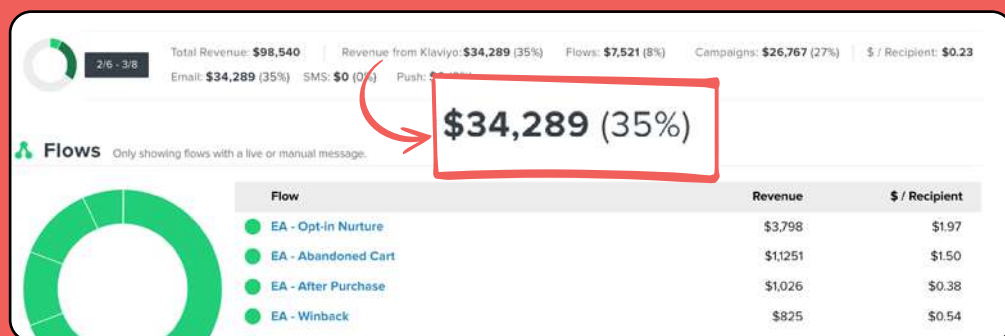
A “Dead” Email List Achieves 50% + Open Rates in 3 Months

/ Premium Supplement Brand

This client had a few email flows in place and some really bad engagement from their campaigns. To win back the money they’d been leaving on the table, TQLA went ahead to re-engage with their email list. The results speak for themselves!

After 3 Months of Working Together

After working with us for a few months, here’s what we were able to achieve.



Campaign Successes

We were able to turn their old “dead” list into a consistent money-printing machine!

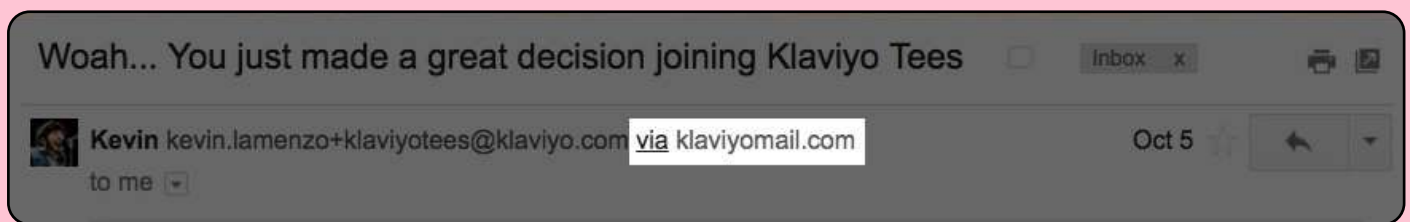
TS- NL#61 Happy Holidays Sent on Dec 28, 2022 at 12:30 pm in recipient's local timezone - EA - Engaged 180days	56.8% 5594 recipients	0.2% 23 recipients	\$2,466.24 58 recipients
TS- NL#63 Christmas sale reminder email Sent on Dec 21, 2022 at 6:00 pm in recipient's local timezone - EA - Engaged 180days	62.7% 6090 recipients	1.4% 136 recipients	\$3,075.10 60 recipients
TS- NL#60 Get Gifts for Christmas Promo - Buy one product get one free Sent on Dec 15, 2022 at 11:30 am in recipient's local timezone - EA - Engaged 180days	57.8% 6167 recipients	1.3% 143 recipients	\$3,738.05 71 recipients
TS- NL#59 Clean Label Project certification - Purity Award explanation Sent on Dec 3, 2022 at 11:00 am in recipient's local timezone - EA - Engaged 180days	56.3% 5030 recipients	0.5% 47 recipients	\$2,153.99 44 recipients
TS- NL#57 Thanksgiving promo / Black Friday is included REMINDER Sent on Nov 28, 2022 at 2:00 pm in recipient's local timezone - EA - Engaged 180days	56.2% 5699 recipients	0.6% 56 recipients	\$2,978.42 62 recipients
TS- NL#58 Small Business Saturday Sent on Nov 27, 2022 at 11:00 am in recipient's local timezone - EA - Engaged 180days	50.6% 5175 recipients	0.6% 60 recipients	\$3,443.75 41 recipients
TS- NL#56 Wellness Story 5th Anniversary Promo Sent on Nov 13, 2022 at 11:00 am in recipient's local timezone - EA - Engaged 180days	57.8% 5562 recipients	1.7% 168 recipients	\$13,726.62 56 recipients
TS- NL#54 25% on Wellness Story for DIM correct links Sent on Oct 30, 2022 at 11:00 am in recipient's local timezone - EA - Engaged 180days	62.9% 5761 recipients	1.0% 94 recipients	\$2,456.81 58 recipients

Breaking Down *The 7 Steps* for Deliverability Maximization

Step #1 -

Get a Dedicated Sending Domain in Klaviyo

By default, most users will start out sending from a shared IP and Klaviyo domain (i.e., "sent on behalf of" or "via klaviyomail.com" beside your sender email address). **A dedicated sending domain allows you to send emails that appear to be coming from your brand instead of Klaviyo.**



[How to Get a Dedicated Sending Domain in Klaviyo Guide](#)

Step #2 -

Set up your SPF, DKIM, and DMARC

This time, you need to update your DNS records with your domain provider.

- ✔ **SPF record (Sender Policy Framework):** specifies authorized domains to send emails.
- ✔ **DKIM record (DomainKeys Identified Mail):** adds a signature to emails, making them easier to trace and preventing spoofing.
- ✔ **DMARC record (Domain-based Message Authentication, Reporting, and Conformance):** authenticates emails, letting the world know they were sent from a legitimate source.

[DNS Records Setup Guide](#)

Step #3 -

Clean your list

We utilize EmailListVerify, a powerful tool that cleans dirty email lists by eliminating spam traps, hard bounces, and disposable or catch-all emails.

Maintaining good list hygiene boosts the effectiveness of your marketing campaigns and enhances your reputation in the eyes of both your subscribers and ISPs.



[Discover EmailListVerify](#)

Engaged Segment

People who have bought from you or have opened your emails **in the last 120 days.**

Unengaged Segment

People who have not been engaging with your store and your emails in the last 120 days, but have **engaged or bought sometime in the last 180 days.**

While it's risky to win back unengaged subscribers as it can affect your deliverability,

Our team has successfully re-engaged with a dormant list.

Step #4 -

Segment your Email List for a Re-Engagement Campaign

Re-Engagement Campaign Turns Email List into a Money-Printing Machine

/ Indigenous-Owned Sustainable Clothing Brand

This client wanted to revive their relationship with their inactive subscribers, so we stepped in to segment their email list into engaged and unengaged lists. **Take a look at the results after these two worlds collided in a re-engagement campaign!**

Engaged Segment

Since this list is already engaged, we opted to keep the momentum ongoing by sending a regular offer. **After opening the campaign for 120 days, the numbers performed excellently as expected.**



Unengaged Segment

We used a clickbait-y subject line and a more aggressive discount to re-engage with people on this list. **Getting open rates this high on unengaged segments is rare, but with the right strategy, it can be done!**



Truly, the right message at the right time can make all the difference. This brand was able to gain lots of engagement from its active subscribers while still making money from its inactive ones!

Once an unengaged subscriber opens an email, they are automatically added back into the engaged 120 segment. Isn't automation great!

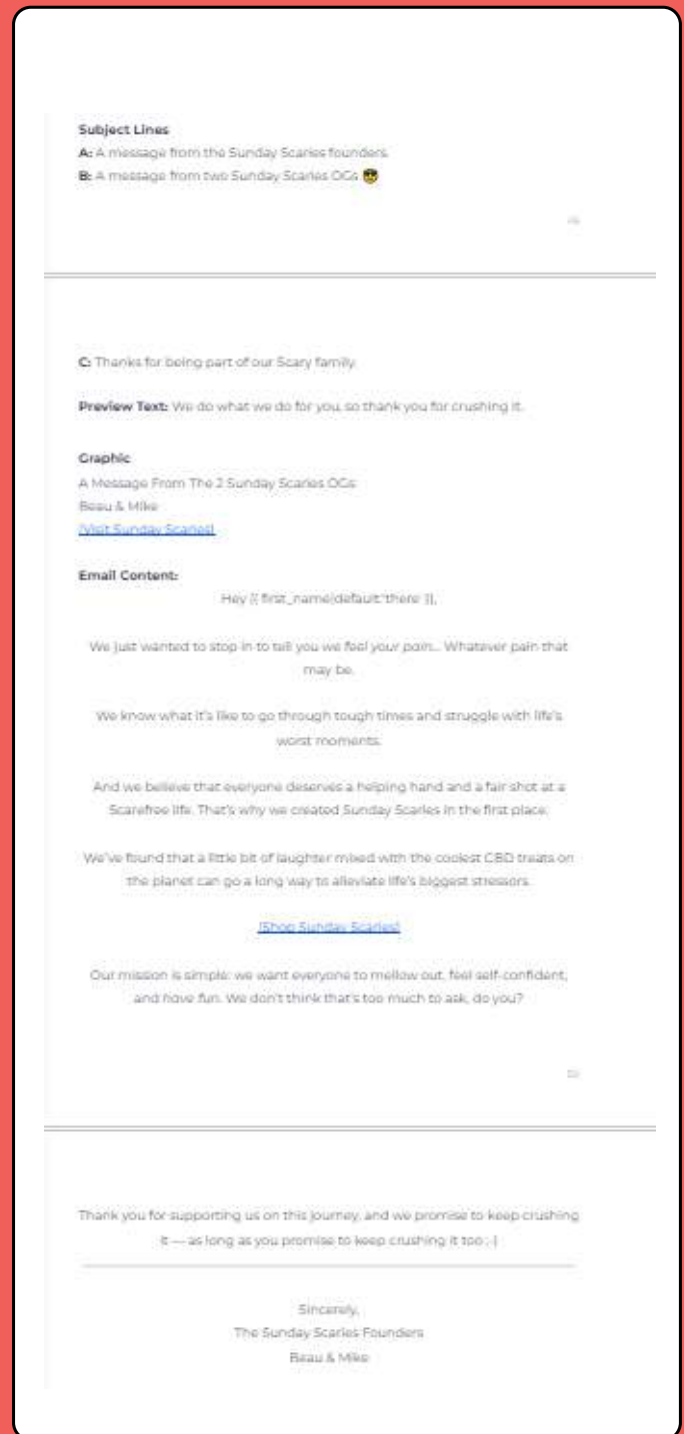
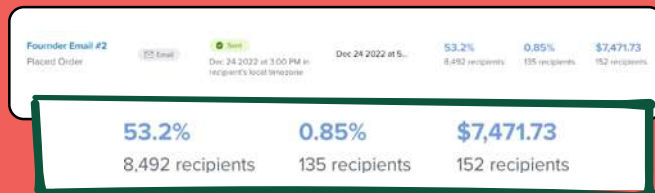
Step #5 -

The Plain-Text Email Strategy Still Works

It's no secret that a well-designed HTML email has become an effective strategy to outshine a crowded inbox and earn clicks. This might sound counterintuitive, but sometimes what plain-text emails lack in visual appeal, they make up for in authenticity and deliverability!

Here's our very own result after sending a plain-text email from the founders of our CBD client to everyone who had bought a product.

Let's let the numbers do the talking!



Pro Tip

Eventually, the plain-text email strategy stops working if you overuse it. It's important to consider your target audience, goals, and content before deciding whether to adopt this strategy for your campaigns.

We would recommend mixing in a plain text email into your campaigns once every 2 months to keep the strategy fresh!

Step #6 -

Better Email Content Is a Goldmine

If your current emails look like the one on the left, then it's exactly why your audience is not engaging with your brand.

Schoolyard Snacks (formerly The Cereal School) already had a large mailing list and some flow automations in place, but there was almost no revenue being generated from campaigns and a lot of missed revenue from the poor quality of their automated flows that did not fit the quality of their products.

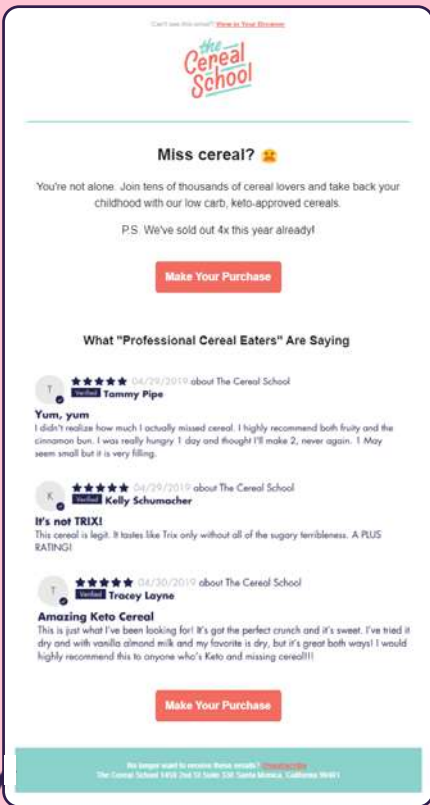
The Game Plan

After doing a deep audit of their email marketing strategy we found some huge areas of opportunities to expand on their customer lifecycle journey through email marketing. **Here are the top 3 areas we worked on:**

- Increase revenue from campaigns by segmenting the email list more strategically to optimize recipients, open rates, and click-through rates.
- Create better opt-in forms to increase conversion rates from store traffic to list sign-ups.
- Expand the customer journey through new behavior-based automation.

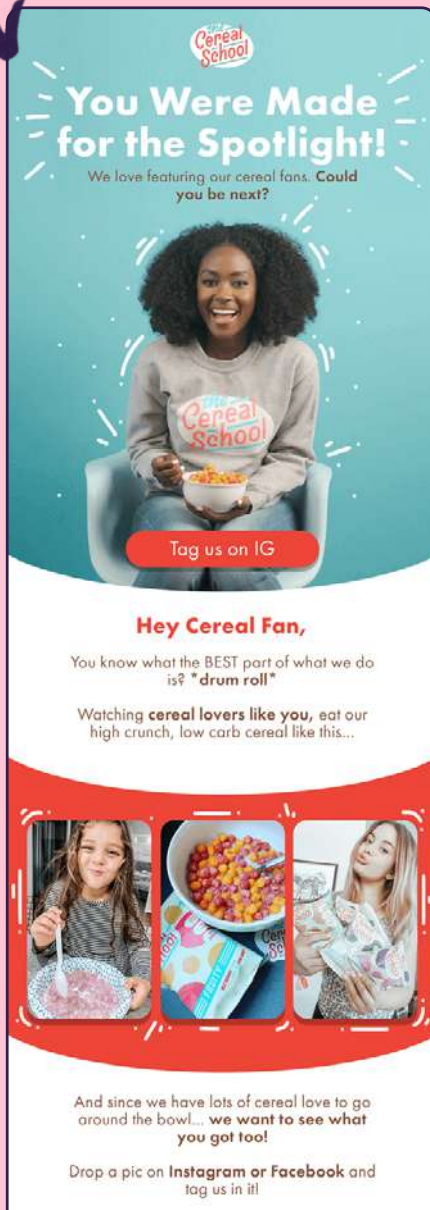
The Results

We grew email marketing from \$10,738 per month to \$177,467 within the first month of our emails being live, a **16.5x increase!**



*Before Tequila Sunrise

After working with TQLA



Before Working With Us

\$10,738

Revenue From Klaviyo (3%)

\$9,315

Flow Revenue

\$1,422

Campaign Revenue (0%)

Results After Working With Us

\$177,467

Revenue From Klaviyo (21%)

\$22,315

Flow Revenue

\$154,882

Campaign Revenue (19%)

Better Email Content Is a Goldmine 2.0

/ Anti-Aging Supplement Brand

This client was nervous about us taking over their email marketing campaigns, so we proposed a test.

We split their list in half, and wrote the campaign content for one-half of their list. Their internal team wrote the content for the other half of their list. Same offer, same list, but **the results were incredible!**

Results

Our email ended up performing 2.3x better than theirs!

After that, they handed over the keys to their entire email list and we'll let the results speak for themselves:

CLIENT



OFFER_221_01_01 New Year Sale Sent on Jan 1, 2022 at 12:00 pm - Active Subscribers - Medium Window+Open120days + 1x buyer.	28.4%	1.7%	\$4,104.80
11777 recipients	280 recipients	39 recipients	
EA - NL #2 Promotion email - Save up to 40% until January 9 Sent on Jan 1, 2022 at 12:00 pm in recipient's local timezone - Active Subscribers - Medium Window+Open120days + Autoship	29.3%	1.3%	\$8,960.79
11769 recipients	526 recipients	76 recipients	

Campaigns

TS - NL232V1 OFFER2023_02_23 CELLULAR HEALTH 50% off for prospects Sent on Feb 23, 2023 at 4:00 pm in recipient's local timezone - Active Subscribers - Medium Window+Open120days + 1x buyer. Active Subscribers - Medium Window+Open120days + prospects	35.3%	0.6%	\$4,993.13
23227 recipients	406 recipients	64 recipients	
TS - NL232V3 OFFER2023_02_23 CELLULAR HEALTH 30% for 4x buyer, autoship Sent on Feb 23, 2023 at 4:00 pm in recipient's local timezone - Active Subscribers - Medium Window+Open120days + 4x buyer. Active Subscribers - Medium Window+Open120days + Autoship	42.8%	1.2%	\$1,866.65
2179 recipients	61 recipients	26 recipients	
TS - NL2314 Steps to keep your mind sharp at any age blog content Sent on Feb 22, 2023 at 10:00 am in recipient's local timezone - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	35.4%	1.0%	\$7,022.60
2804 recipients	772 recipients	71 recipients	
TS - NL227 High Protein Low-Carb Snacks for Healthy Aging Blog Content Sent on Feb 14, 2023 at 4:00 pm in recipient's local timezone - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	38.4%	1.2%	\$5,996.38
29194 recipients	949 recipients	89 recipients	
TS - NL226 OFFER 2023_02_12 BLOODFLOW-7 (3/3) A/B Test Sent A/B on Feb 12, 2023 at 3:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	37.3%	1.1%	\$11,506.61
25941 recipients	789 recipients	148 recipients	
SMS Campaign 2023-02-12 BLOODFLOW-7 Sent on Feb 12, 2023 at 11:00 pm in recipient's local timezone - SMS Subscribers	-	4.2%	\$2,191.88
517 recipients	23 recipients		
TS - NL225 OFFER 2023_02_11 BLOODFLOW-7 (2/3) A/B Test Sent A/B on Feb 11, 2023 at 12:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	37.3%	1.4%	\$7,933.27
26464 recipients	911 recipients	96 recipients	
TS - NL224 OFFER 2023_02_09 BLOODFLOW-7 (1/3) A/B Test Sent A/B on Feb 9, 2023 at 4:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	38.8%	1.6%	\$15,224.48
26888 recipients	1075 recipients	179 recipients	
ARTICLE 02_07_2023 5 Ways to Strengthen Your Heart Sent on Feb 7, 2023 at 4:00 am in recipient's local timezone - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	39.6%	1.4%	\$6,506.10
28784 recipients	1011 recipients	112 recipients	
TS - NL219 OFFER 2023_02_05 Thymo Gel Promo Last Chance Sent A/B on Feb 5, 2023 at 3:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	38.0%	0.6%	\$8,905.42
35428 recipients	559 recipients	111 recipients	

Step #7 -

The Secret Sauce for Deliverability is A Stellar Welcome Email

A well-crafted welcome email is an absolute must to keep deliverability issues at bay. By optimizing your welcome email, you lay the groundwork for a successful email marketing strategy, decreasing deliverability issues, and maximizing the chances of your emails reaching the intended audience's inbox.

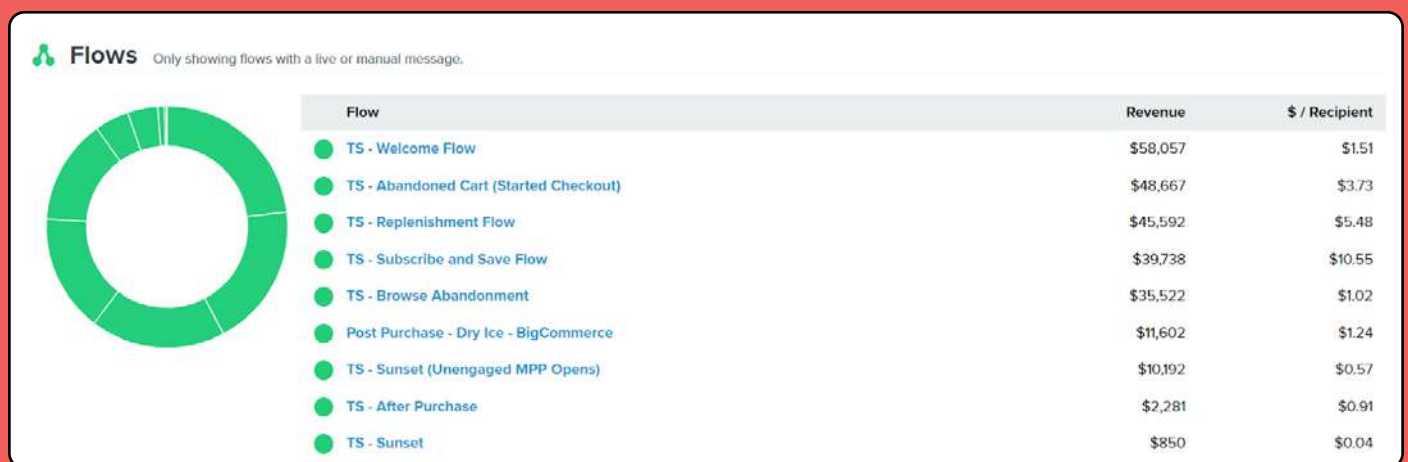
The Welcome Email Magic: \$58,000 Earned Ahead of BFCM + More

/ Organic, Farm-Raised Meat Delivery Brand

This client came to us looking to stabilize their revenue. They had built a huge organic meat distribution business, but they had very little setup in terms of their customer lifecycle journey. On top of that, BFCM was fast approaching so they needed a team that could get results quickly.

The Tequila Sunrise team was up for the challenge.

Look at how much we were able to yield from their welcome flow alone!



The right approach to their welcome email paved the way for the success of their entire email marketing strategy which **now brings them 45% of all their revenue!**



Emails that land in the recipient's inbox are like celebrities getting front-row seats— **they grab attention, steal the show, and leave a lasting impact on your email marketing strategy.**



Want to *unlock*
the secrets to high email
deliverability rates for
your brand?

Book a call here to see how we
can do it for you!

[Click here to book a call](#) ▶