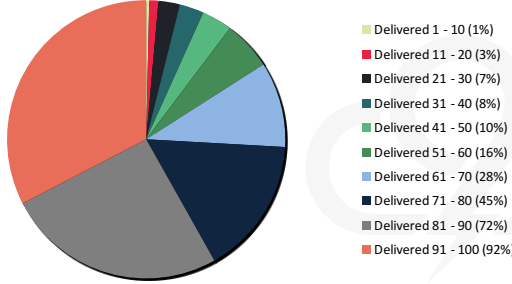# EMAIL DELIVERABILITY
Reputation Infographic

The recent Return Path Senders Score Report* provides some great insight into the importance of a good "email reputation" by your ISP to ensure your emails don't get "junked". Return Path's Sender Score is a number between 0 and 100 that rates your sender reputation and shows how your mailbox providers view your IP address and consequently - the likelihood of your email delivery. We have used the following infographic to highlight the key points we have taken from the Return Path report.
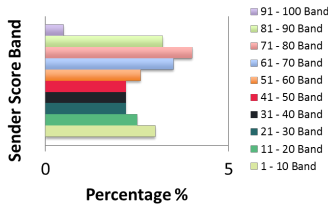
Average Delivered Rate by Sender Score Band

On average senders scoring about 90 managed to get 92% of their emails past the gateway filters.

- Delivered 1 - 10 (1%)
- Delivered 11 - 20 (3%)
- Delivered 21 - 30 (7%)
- Delivered 31 - 40 (8%)
- Delivered 41 - 50 (10%)
- Delivered 51 - 60 (16%)
- Delivered 61 - 70 (28%)
- Delivered 71 - 80 (45%)
- Delivered 81 - 90 (72%)
- Delivered 91 - 100 (92%)

Reputation Metrics

There are key metrics that all mailbox providers use for their reputation calculations. Here are 2 key metrics featured in the report and the Sender Score impact on these.

Average Complaint Rate by Sender Score Band

- 91 - 100 Band
- 81 - 90 Band
- 71 - 80 Band
- 61 - 70 Band
- 51 - 60 Band
- 41 - 50 Band
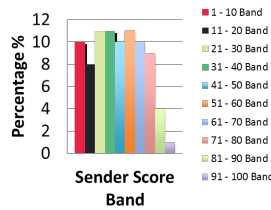- 31 - 40 Band
- 21 - 30 Band
- 11 - 20 Band
- 1 - 10 Band

Lower your complaint rates

Needless to say - a high complaint rate is not a good thing, senders scoring above 90 had an average complaint rate of just 0.5%.

Delete those hard bounces

Sending to a high percentage of unknown, terminated or abandoned email addresses is not great, nor is not deleting those hard bounces from your list great for your send reputation.

Average Unknown Rate by Sender Score Band

- 1 - 10 Band
- 11 - 20 Band
- 21 - 30 Band
- 31 - 40 Band
- 41 - 50 Band
- 51 - 60 Band
- 61 - 70 Band
- 71 - 80 Band
- 81 - 90 Band
- 91 - 100 Band

Inbox placement at the top 4 mailbox providers*

Sender Score Band	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100
AOL	65%	66%	78%	82%	84%	91%	93%	94%	96%	98%
Gmail	12%	13%	26%	27%	33%	56%	61%	64%	70%	82%
Microsoft	34%	34%	50%	53%	53%	72%	73%	70%	70%	79%
Yahoo	14%	29%	47%	48%	59%	72%	75%	75%	81%	89%

Higher IP sender scores get better inbox placement

Marketers who fail to manage their hard bounces and complaint levels will find their emails banned from the inbox as the metrics effect their sender reputation.

*Note – inbox placement statistics are taken from Return Path global results 2016

*The above infographic was created using data from the Return Path Sender Score report where they analysed over 4 trillion emails sent during 2016. Access their full report here

Want to learn more about best practice email delivery – drop us a line at Cumulo9 here

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