Why Emails Get Blocked

A Business Guide to Fixing Delivery Issues

- ***Why Was My Email Blocked?***
- ***Why Did I Not Receive an Email?***

Email delivery can sometimes seem unpredictable. Factors such as spam filtering, email content, and server policies all play a role. Here, we address common concerns such as accountability and outline steps to ensure smooth email communication for your business.

! In 2023, approximately 347 billion emails were sent daily, with 46% identified as spam.

SOURCE: EMAILTOOLTESTER

Who Is Accountable?

Understanding accountability in email delivery is crucial. Here's a simple breakdown:

Sender Accountability

If an email **never reaches** the recipient's system, the issue is typically with the sender. This could be due to:

- Incorrect email configuration
- Spam filtering blocking outgoing messages
- Domain authentication issues (SPF/DKIM failures)
- Email flagged as suspicious

Recipient Accountability

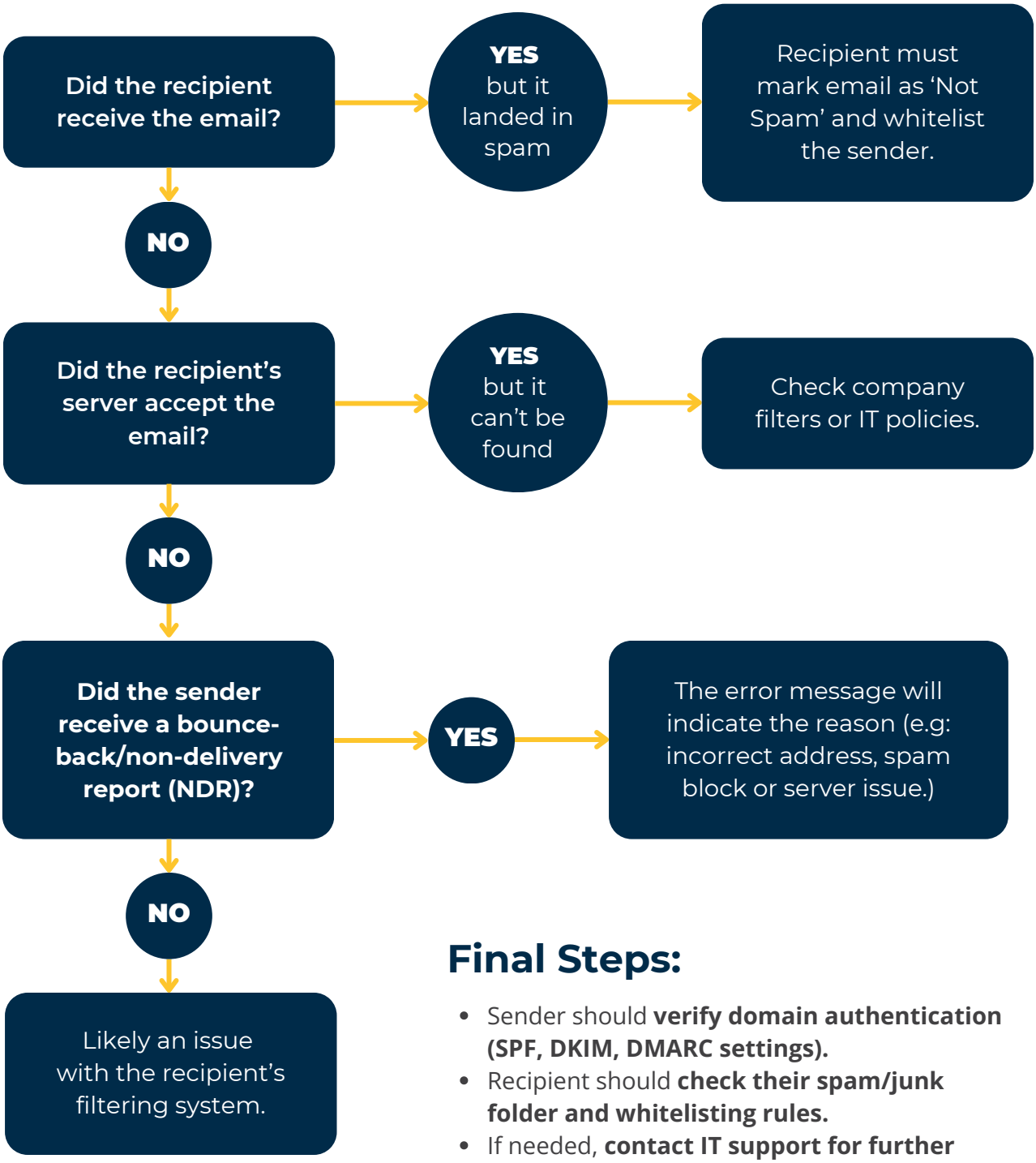
If an email **arrives at the recipient's system but is not delivered to their inbox**, the issue lies with the recipient. This could be due to:

- Spam or junk folder filtering
- Security policies blocking certain emails
- Quota limitations (mailbox full)
- Internal IT restrictions

Email is not always 100% reliable. If a message is critical, **always verify receipt.** If it contains sensitive information (e.g., financial details), **never rely solely on email - always verify via another method.**

Troubleshooting Email Delivery Issues

Here's a quick flowchart to help diagnose the issue:



Final Steps:

- Sender should **verify domain authentication (SPF, DKIM, DMARC settings).**
- Recipient should **check their spam/junk folder and whitelisting rules.**
- If needed, **contact IT support for further investigation.**

Total Group's Role & Limitations

Enterprise Email Systems

- **Total Group provides best-in-class email systems** to ensure reliability and security.

Support Scope

- We assist with **email setup, SPF/DKIM configurations, and troubleshooting within our systems.**
- **We cannot control external systems** or third-party email provider rules.

Understanding Delivery Challenges

Spam Filters and Opt-In Requirements

- Spam filters are designed to block **unsolicited bulk emails.**
- Ensure recipients have **explicitly opted in** to receive emails to avoid deliverability issues.

Email Delivery Statistics

- Over **300 billion** emails are sent daily, but only about **100 billion are actually delivered and opened.**
- Email filtering is **highly stringent**, and proper setup is essential for successful delivery.

Server & Routing Variations

- Emails **pass through multiple servers**, each with **unique filtering rules that change in real-time.**
- Identical emails **sent at different times may have different outcomes** due to routing decisions.

Technical Essentials for Delivery

SPF (Sender Policy Framework)

- Ensures your **domain is authorized** to send emails.
- Prevents **spoofing** and improves trustworthiness.

DKIM (DomainKeys Identified Mail)

- Authenticates the **sender's domain** and **digitally signs** emails.
- Helps prevent email tampering in transit.

Email Content and Formatting

- Plain-text emails are **less likely to be flagged as spam.**
- **Avoid** complex formatting, excessive links, and **large attachments** to improve deliverability.

Practical Tips for Users

Basic Tests for Sending and Receiving Emails

Receiving Issues?
Ask the sender to send a **plain-text email** to test deliverability.

Sending Issues?
Ensure emails follow **proper formatting** and are sent in **plain text** if problems arise.

Attachments and Formatting

Formatting
Use **widely compatible formats** (e.g., PDFs or ZIP files under 5MB).

File Size
Verify that the recipient's **system allows large attachments** or specific file types.

! Approximately **1 in 6** legitimate, permission-based emails fail to reach the inbox.

SOURCE: 2023 EMAIL DELIVERABILITY BENCHMARK REPORT BY VALIDITY

Common Obstacles and Solutions

Non-Delivery Reports (NDRs)

- NDRs (bounce-backs) are now **rare** due to spammers misusing them.
- **Do not rely on NDRs** for confirmation - always verify delivery manually if critical.

Out of Office Replies

- **Limit automatic replies** as spammers use them to confirm active addresses.
- If necessary, **enable auto-replies only for internal contacts.**

Mail Encryption

- For **sensitive content,** use **encrypted email services** to secure messages during transmission.
- This is **crucial for financial, legal, or confidential data.**

! A bounce rate below 2% is considered normal, while rates between 2% and 5% are seen as warning levels, and **above 5% is critical.**

SOURCE: MICROSOFT

Recommended User Actions

Whitelist Trusted Senders
Add important contacts to **prevent emails from being marked as spam.**

Monitor Spam Folders
Regularly **check spam folders** for misplaced emails and **report incorrect spam markings.**

Use Plain Text for Troubleshooting
When encountering issues, simplify emails by **sending plain text with no attachments.**

Email delivery involves **multiple factors**, and accountability is **split between the sender and recipient.** By following best practices and leveraging **Total Group's expertise**, businesses can ensure more **reliable email communication.**

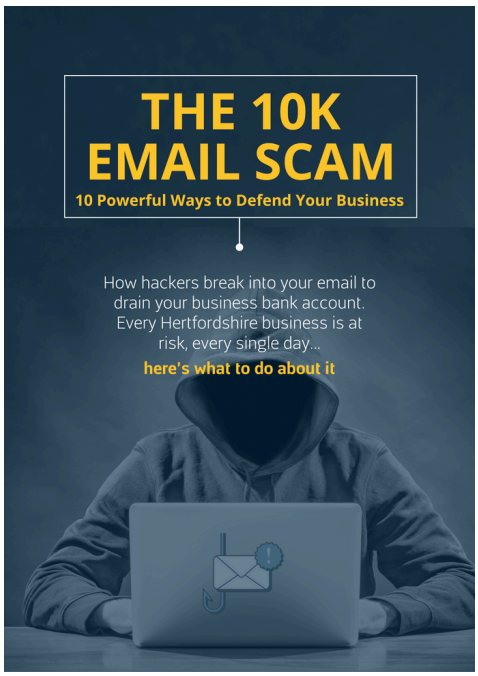
If you have any questions or need support, **we're here to help.**

Resources & Support

Your emails are one of your business's most valuable assets - but they can also be a target for fraud.

Our **10k Email Scam Guide** breaks down how businesses unknowingly expose themselves to risks and what simple steps you can take to keep your emails secure and your business protected.

Download Email Hijack Guide



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