



# Gmail Troubleshooting

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# Gmail Troubleshooting

- Episodic vs Chronic Issues
- Gmail Top Deliverability Factors
- Gmail Troubleshooting
- Everest Insight
- Q&A



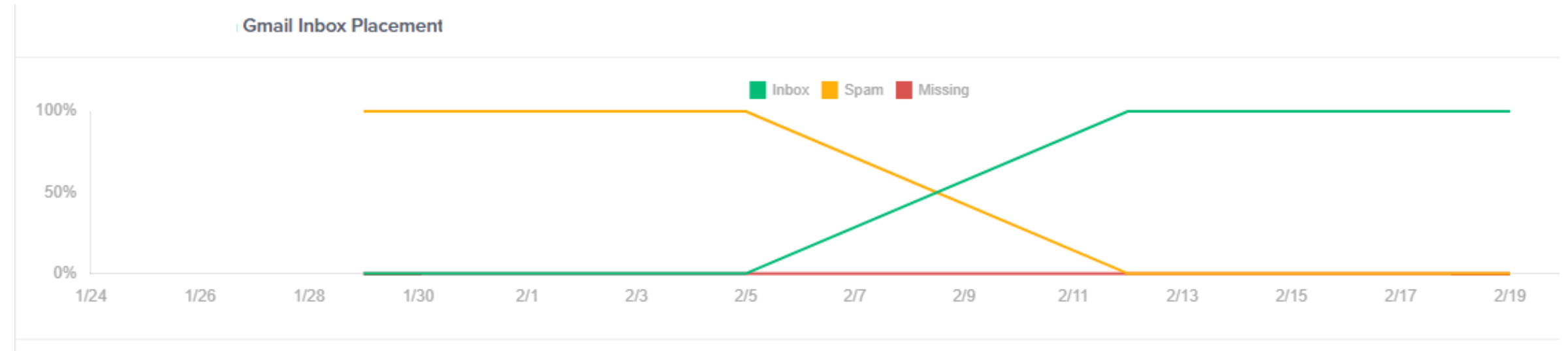
# Episodic vs. Chronic Issues

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# Episodic vs. Chronic Deliverability Issues

## Episodic

- ✓ Occasional or one-off missing/spam rate increase.
- ✓ Occurring rarely.
- ✓ Does not necessarily represent a broad Gmail issue.
- ✓ Addressed w/ client via AM, COE, DCSM

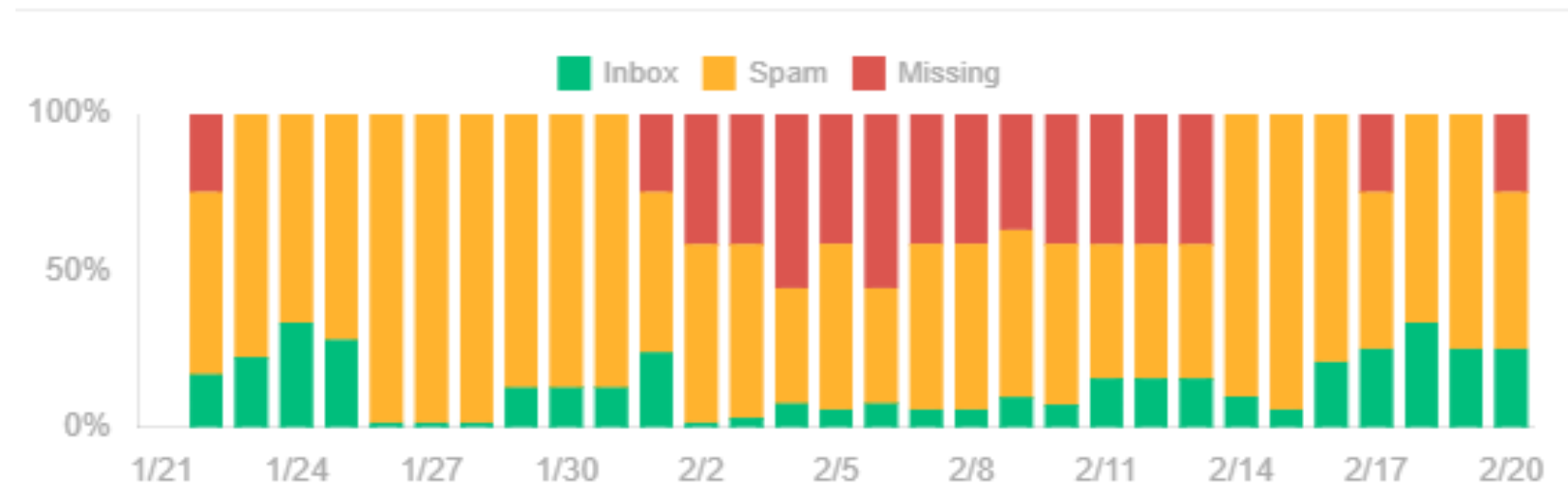


## Chronic

- ✓ Frequent or repeated low IPR
- ✓ Ongoing.
- ✓ Represents a consistent Gmail issue with the email program
- ✓ For AMs and COE: should be escalated for PS engagement
  - When in doubt - reach out to PS!



Inbox Placement Trend - Gmail



# Reaching out to Professional Services

Email:  
[ProfessionalServices@validity.com](mailto:ProfessionalServices@validity.com)

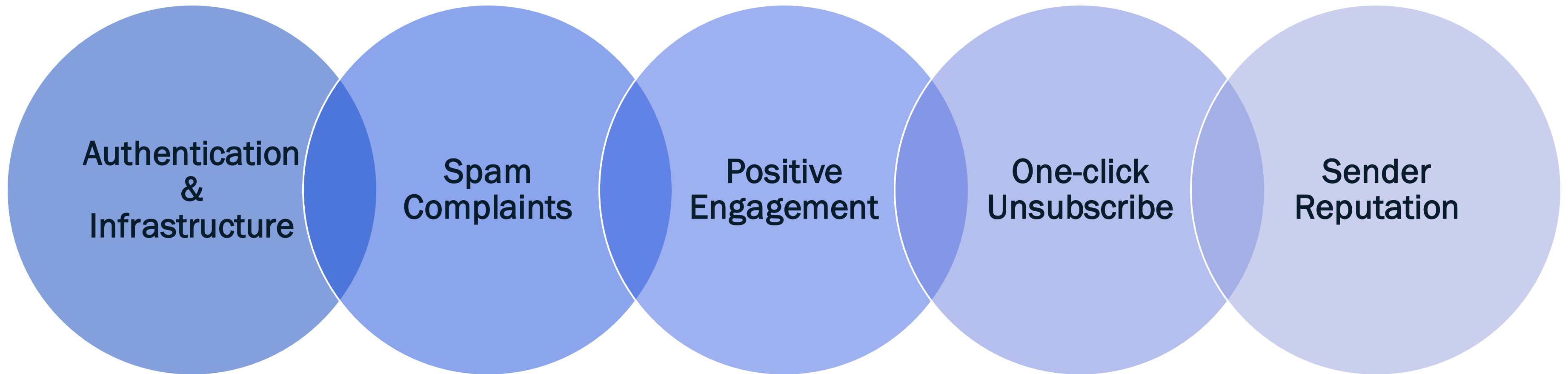
Slack:  
[#proserve-help](#)



# Gmail's Top Deliverability Factors

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# Gmail's Top Deliverability Factors



# Authentication & Infrastructure

## Authentication:

- Sender Policy Framework (SPF)
- Domainkeys Identified Mail (DKIM)
- Domain-based Message Authentication Reporting & Conformance (DMARC)

Gmail (and Yahoo) now require all bulk senders to 1) publish a DMARC record 2) ensure alignment with their SFP/DKIM domains and 3) implement a DMARC reporting solution (recommended).

Ensure that there are no configuration errors in all authentication methods, or it could lead to messages sent to the spam folder.

## Infrastructure:

- Valid reverse Domain Name System (DNS) records of your IP addresses are set up to point to your domain (PTR Record)
- Use the same domain for sending email and for hosting your public website.
- Use dedicated IPs.

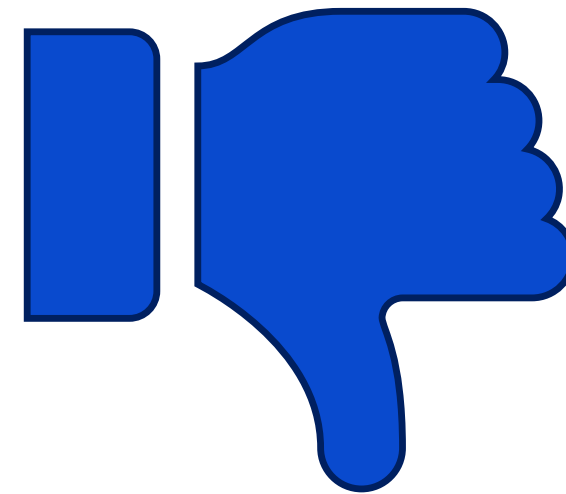


# Spam Complaints

## Spam complaints

A high complaint rate (>0.30%) can cause email to be filtered to the spam folder. It indicates to Gmail that a sender is emailing users who don't want their message and may signal that you are more likely a spammer.

Gmail likes when subscribers rescue email from the junk folder if it is marked as spam. It is a strong signal to Gmail that the messages are wanted and expected, and legitimizes the sender.



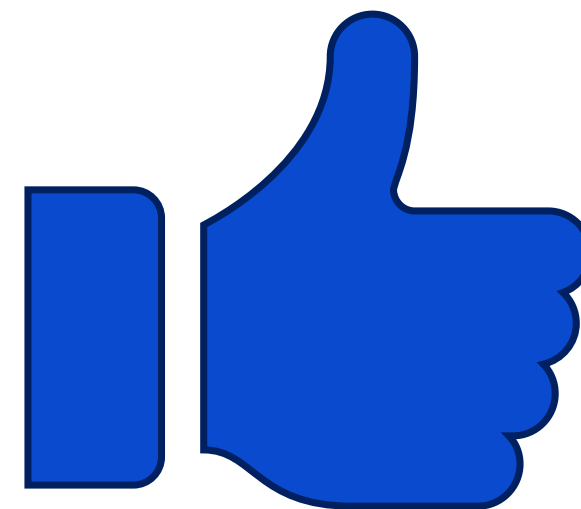
# Positive Engagement

**Positive engagement** includes subscriber actions like:

- Clicking links in your email
- Forwarding or replying to your email

Send relevant email to your subscribers so they interact with it regularly. When encountering deliverability issues at Gmail, temporarily sending only to your most engaged subscribers (those who have engaged within the last 15 or 30 days) can help improve your sending reputation and lead to an increase in inbox placement. Gmail uses engagement as a factor for filtering your email.

Subscribers who fail to positively engage with your email messages should be suppressed.



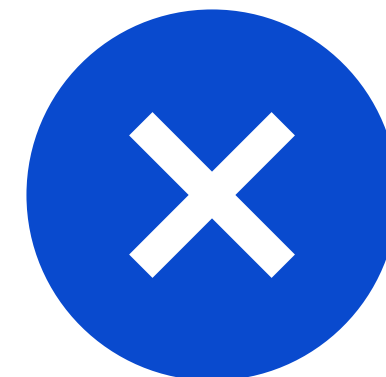
# One-click Unsubscribe

Gmail's new sender requirements include one-click unsubscribe functionality, separate from the unsubscribe link senders may include in the footer of email messages. To be compliant, senders must:

- Ensure their emails are DKIM signed
- Implement List-Unsubscribe post as described by [RFC8058](#)
- Continue including a visible unsubscribe link in the email body
- Honor all unsubscribe requests within two days

Send relevant email to your subscribers so they interact with it regularly. When encountering deliverability issues at Gmail, temporarily sending only to your most engaged subscribers (those who have engaged within the last 15 or 30 days) can help improve your sending reputation and lead to an increase in inbox placement. Gmail uses engagement as a factor for filtering your email.

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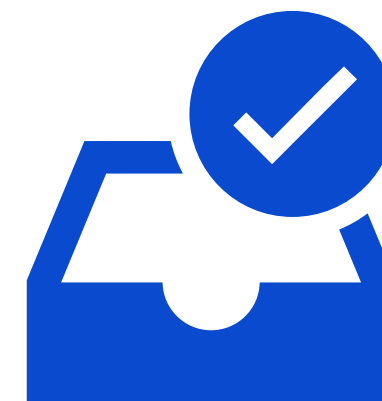


# Sender Reputation

Google's [Postmaster Tools](#) provides data about your sending domain, including delivery errors, spam reports, feedback loop and more. GPMT includes data on **IP reputation and domain reputation**.

A high **IP reputation** means emails sent from the IP are more likely to go to a recipient's inbox instead of their spam folder. High volume and frequency with a high percentage of user-marked spam will cause IP reputation to decrease

A high **domain reputation** means emails a sending domain (SPF and DKIM) are less likely to get filtered to a recipient's spam folder or inbox.





# Gmail Resources

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[Gmail Sender Guidelines](#)

[Gmail Sender Guidelines FAQ](#)

[SoE Webinar: Google Talks about the New Gmail Sender Requirements](#)

[Define your DMARC record](#)

[Gmail Feedback Loop](#)

[Gmail Postmaster Tools](#)





# Gmail Troubleshooting

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# Gmail Sending Guidelines

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- Warm up all new IP addresses and new domains to establish a sending reputation.
- Consistently send from the same sending infrastructure and IP addresses.
- Sign up with Google's Postmaster Tools to help troubleshoot delivery and sending reputation problems.
- Set proper expectations about the content and frequency of your email.
- Allow subscribers to select the frequency they wish to receive via a preference center.
- Mail less frequently to users who are less engaged.
- Establish a non-responder or sunset policy for inactive subscribers.





# Gmail Sending Guidelines

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- Don't send messages to people who didn't opt-in to receive email.
- Don't purchase email addresses from other companies.
- Don't use forms which are pre-checked to automatically opt-in users by default.
- Don't mix different types of content within the same message.
- Don't ignore subscriber engagement metrics.
- Don't let affiliate marketing programs operate without monitoring their sending practices for spammy behavior.



# Sender Reputation Troubleshooting

## Ask the right questions!

- Did you experiment with or change your Friendly-From name? A leading reason why subscribers mark an email as junk is when they don't recognize you as the sender.
- Did your sending frequency increase or change? How frequently are you contacting subscribers?
- Do you offer a subscriber email preference center?
- Do you process unsubscribe requests quickly? Requests should be honored within 48 hours
- Are you sending duplicate emails?
- Did you increase your sending volume recently?
- Do you set expectations for email frequency and content type at point of signup?
- Are you acquiring subscribers organically and requiring express consent?
- Was an ad-hoc email sent to the entire list file?

# Gmail Content & Brand Guidelines

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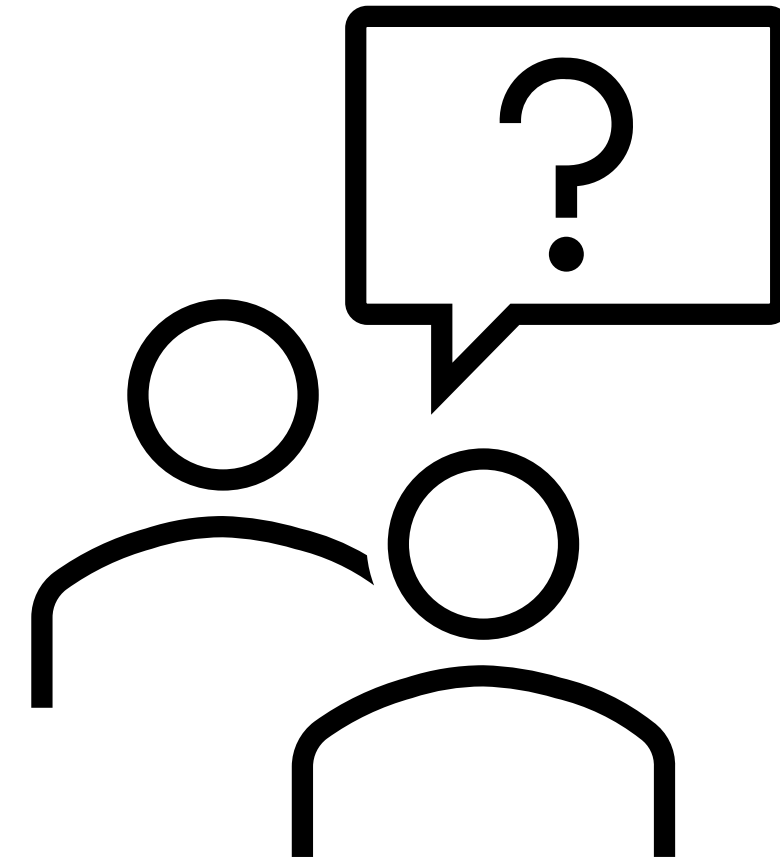
- Use consistent and recognizable Friendly-From name and addresses.
- Messages from the same category should have the same From email address.
  - Sales receipt messages: sales@example.com
  - Promotional messages: deals@example.com
  - Account notification messages: alert@example.com
- **Message From: headers should only include one email address** (Ex: From: [notifications@solarmora.com](mailto:notifications@solarmora.com))
- **Include single-instance message headers only once per message.** Examples of single-instance headers include From, To, Subject and Date ([RFC 5322](#)).
- **Ensure message size does not exceed 120KB.** Gmail will clip large messages.
- **Don't use HTML and CSS to hide content in your messages.** Hidden content may be marked as spam.



# Content & Branding

## Questions to Ask:

- Have you recently changed your Friendly-From name?
- Have you recently changed your Friendly-From address?
- (Friendly From name <friendly from address>)
  - Jane Jones <jane@janesco.net>
  - ABC Company <service@abccompany.com>
- Have you introduced a new mail stream with a new from address?
- Has your branding changed recently? Is your branding consistent?
- Did you increase your email message size?



# Permissioning Best Practices

## Opt-in

- Use opt-in permission methods. Don't assume a subscriber or customer wants to receive your email.
- You should verify each email address before adding them to your list; validate email addresses and leverage a Confirmed Opt-in acquisition method.
- Do not assume customers who purchased a product or signed up for a website are interested in receiving email; ask them specifically to opt-in.
- Set clear expectations up-front about email content and frequency.
- Do not auto-check the opt-in box on a web form.
- Do not purchase email addresses from a third-party.

## Opt-out

- Do not require a user to login to their account to unsubscribe.
- Immediately add users that unsubscribe to a suppression list. The longer you wait, the more negatively your Gmail reputation will be impacted.
- Allow subscribers to unsubscribe from specific email streams.
- Allow subscribers to unsubscribe from all email streams using a global unsubscribe option.
- Support One Click Unsubscribe, a method for signaling a one-click function for the List-Unsubscribe email header field. Refer to RFC 8058 for details. Process unsubscribe requests within 2 days.
- Unsubscribe unknown users after one bounce.

# Permissioning / List Hygiene

## Questions to Ask:

- Do you require explicit opt-in, or do you auto-check the opt-in box on web forms?
- Do you purchase lists?
- Have you implemented the list-unsubscribe header with the mailto: option in all email streams?
- Do you unsubscribe unknown users after one bounce?
- Do you verify email addresses before adding them to your file?
- Do you use confirmed opt-in?
- How long does it take to process unsubscribes?



# Warming IPs and Subscribers

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- Warm up new IP addresses and domains, segmenting your audience and gradually increasing volume from most to least engaged segments.
- New IP addresses using the same Return-path domain inherits the domain reputation, which can help with the warmup process if you have a good domain reputation.
- Send a welcome email to all new subscribers. It is best to trigger a welcome email to a new subscriber once they have opted in. However, if you send a bulk welcome message to multiple new subscribers at the same time, split up the send in small batches and send over a period of time instead of all at once.



# Warming IPs & Subscribers

## Questions to Ask:

- Did you recently increase your sending volume or frequency?
- Did you send from a new or inactive IP?
- Did you send to an inactive list of addresses?
- Is your spike in complaints tied to a specific campaign or audience?
- Are you sending from shared or dedicated IPs?





# Gmail Postmaster Tools

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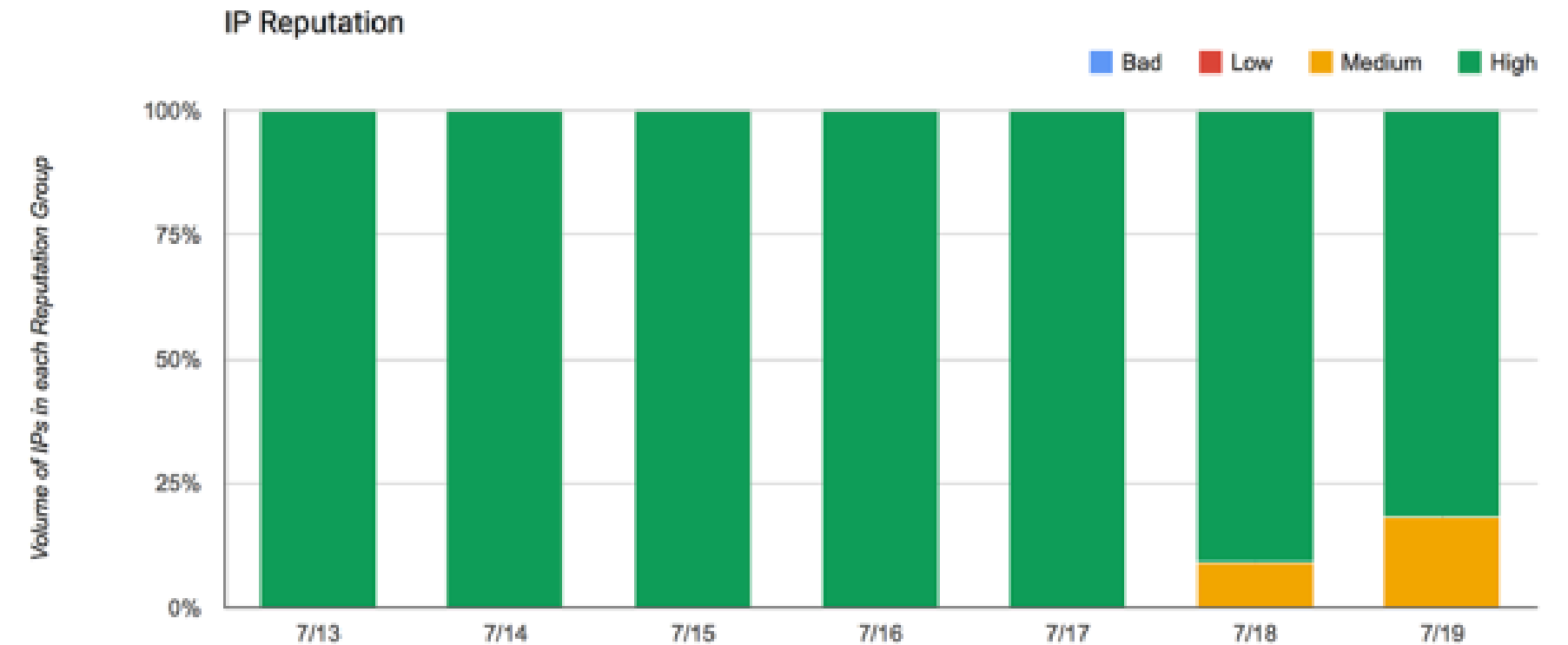
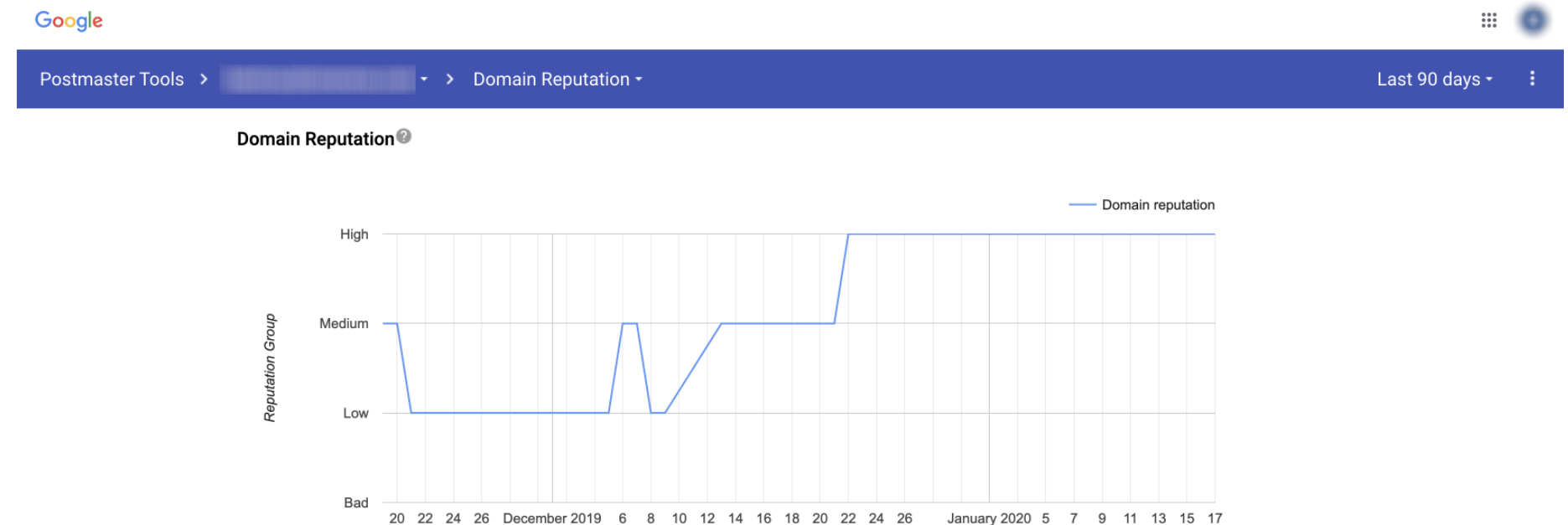
# Gmail Postmaster Tools

Use Gmail Postmaster Tools to get information about the email you send to Gmail users, for example:

- When recipients mark your messages as spam
- Why your messages might not be delivered
- If your messages are authenticated
- Your domain or IP reputation and its impact on message delivery rates

## Spam Rates

- Senders should regularly monitor their domain's spam rate in Postmaster Tools. Senders should aim to keep their spam rate below 0.10%; a spam rate of 0.30% or higher should be avoided.
- Maintaining a low spam rate makes senders more resilient to occasional spikes in user feedback. Similarly, maintaining a high spam rate will lead to increased spam classification. It can take time for improvements in spam rate to reflect positively on spam classification.



# Gmail Postmaster Tools

Gmail does not offer a traditional Feedback Loop (FBL). [Gmail's FBL](#) helps high-volume senders identify problematic trends that generate high spam complaint rates. Gmail's FBL is implemented through the use of an email header.

## Header format

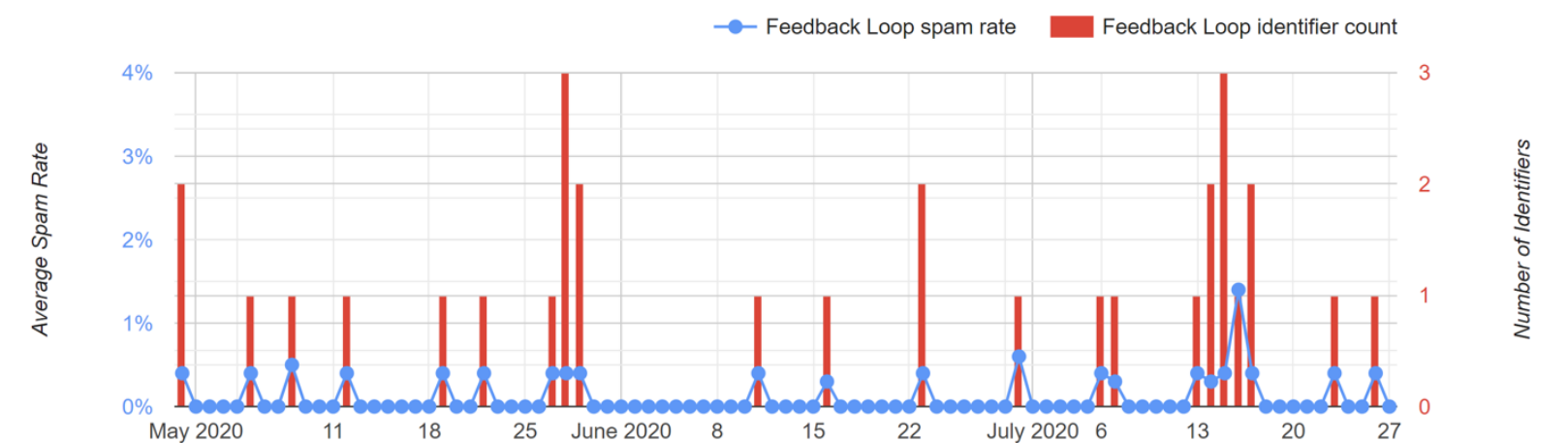
**Feedback-ID:** a:b:c:SenderId

**Feedback-ID:** Name of the Header to be embedded.

**a, b, c:** Optional fields that can be used by the sender to embed up to 3 Identifiers (campaign/customer/other).

**SenderId:** Mandatory unique Identifier (5–15 characters) chosen by the sender. It should be consistent across the mail stream.

Spam Feedback Loop (across flagged Identifiers) <sup>?</sup>



Click on a data point to display additional information.

Most major mailbox providers offer an FBL that allows senders to suppress subscribers who mark messages as spam. Gmail does not offer this service. As a result, senders must be much more intentional with their Gmail suppression policies.



# Everest Data

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Encourage clients to integrate GPT data within Everest to help troubleshoot deliverability and reputation problems at Gmail

# Gmail's Postmaster Tools Data in Everest

Google Postmaster Tools

Domain	Reputation	SPF	DKIM	DMARC	⚠ IP Warn.	
		100%	100%	100%	0	→
		100%	100%	100%	4	→

Google Postmaster Tools: [Redacted]

Domain Overview Setup Help & Resources

### Domain Reputation

Reputation	SPF	DKIM	DMARC
	✓	✓	✓

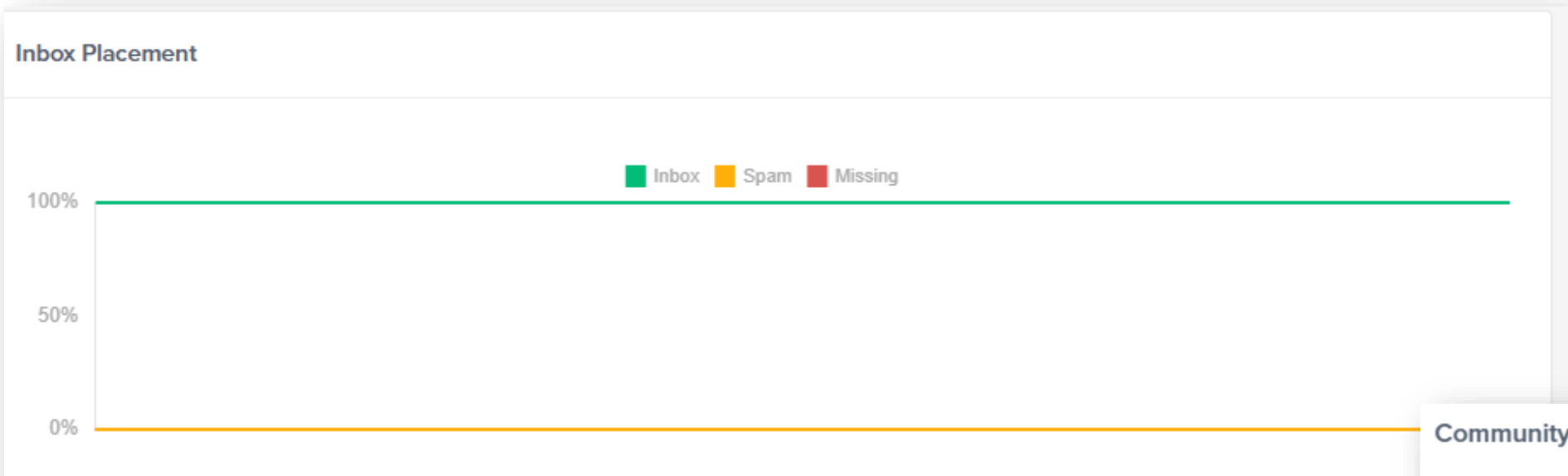
### IP Reputation

High (7)

Show 10 entries Search:

IP Address	Days in High	Trend
68.232.195.186	28	
68.232.195.187	28	

# Gmail Data in Everest



**Inbox Tests** Customize Table Test A

Show 15 entries

Date	Subject	From	Inbox Placement	Inbox	Spam	Missing	SFMC Job ID
2/21/24 5:38 PM	✓ [REDACTE]			100.0%	0.0%	0.0%	1062583_7826566
2/20/24 3:25 PM	✓ [REDACTE]			100.0%	0.0%	0.0%	1062583_7854023

**Community Health: Gmail**

Overview Help & Resources

**Inbox Placement**

Legend: Comm. Inbox (Green), Comm. Spam (Yellow), Comm. Missing (Red), Your Inbox (Dashed Green), Your Spam (Dashed Yellow), Your Missing (Dashed Red)

Last 30 Days	Placement
You	
Community	

You're outperforming the community Inbox Placement averages at Gmail by 10.5%.

**Daily Breakdown**

Day	Community at Gmail				You at Gmail				Better/Worse
	Inbox	Spam	Missing	MTR ?	Inbox	Spam	Missing	MTR ?	
1/23/2024	87.8%	5.1%	7.1%	—	100%	0%	0%	—	😊
1/24/2024	89.6%	4.2%	6.2%	—	100%	0%	0%	—	😊



# Q&A

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