Spam to Scale

Unlocking the Power of Email Deliverability



MailSoar

Why deliverability matters for SaaS

What a missed inbox costs a SaaS business

01

Lost revenue

02

Damaged trust

03

Lower user activity

04

Higher frustration

PART 01

A unique environment

Five types of email, five risk profiles

- Transactional emails
- Marketing emails
- Product & onboarding emails
- Cold emails
- Email as a service (EAAS)

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Transactional emails

Examples: password resets, invoices, receipts, account notifications, support tickets

RISKS

- Bounces from invalid user addresses
- Delays or blocks caused by a shared IP's reputation
- Missing authentication or broken DNS records

BEST PRACTICES

- Dedicated subdomain (**@transactions.yoursaas.com**) and IP
- Strict authentication: SPF, DKIM, DMARC at **p=reject**
- Suppress hard bounces immediately
- Prioritize speed: an ESP with high uptime SLAs

Marketing emails

Examples: newsletters, product updates, promotional campaigns, webinar invites

RISKS

- Low engagement triggers spam filters
- Complaints from unengaged users
- Invalid, purchased or inactive contacts

BEST PRACTICES

- Separate subdomain (**@marketing.yoursaas.com**) to isolate reputation
- Segment by engagement: active vs. inactive
- Verify lists regularly (ZeroBounce, Bouncify)
- Monitor spam and unsubscribe rates closely

Product & onboarding emails

Examples: welcome series, feature announcements, user onboarding, trial expiration reminders

RISKS

- **Often not essential:** treat them as marketing automation, not transactional
- Seen as marketing if not properly authenticated
- Unsubscribes rise when emails lack relevance

BEST PRACTICES

- Dedicated subdomain (**@product.yoursaas.com**), or transactional only if truly critical
- Trigger on user behavior (sign-up, feature usage)
- A/B test subject lines and content

Cold emails

Examples: outreach to potential clients, partners, investors

RISKS

- **Not deemed acceptable or compliant** by the filtering ecosystem
- Heavy negative engagement from recipients
- Damage can spread to your domain and infrastructure

BEST PRACTICES

- Separate domain (**@yoursaasemails.com**), never your main one
- Clean lists, low volumes, corporate mailboxes
- Inbox warmers to offset negative engagement

Cold email is your highest-risk channel: isolate it completely (or don’t do it)

Email as a service (EAAS)

Your clients send their emails through your platform

EXAMPLE

A CRM-like SaaS for one industry, letting clients email through your tool.

Usually built on a white-labelled SMTP such as SendGrid or Mailgun.

RISKS

- Users may send from your domain, or one created for them
- Your clients expect **you to own their deliverability**
- Your ESP expects **you to own compliance**

Email as a service (EAAS)

Best practices when your users send through you

BEST PRACTICES

- Shared domain? Give **each client its own subdomain**
- Push clients to **authenticate their own domain**
- **Enforce list cleaning** for tenants on your domain
- **Track each user's performance** to spot non-compliant senders
- Offer **deliverability guidance** and onboarding help

PART 02

The foundations

Five pillars of SaaS deliverability

- Authentication
- Infrastructure setup
- List hygiene
- Engagement strategies
- Monitoring

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Authentication

Your travel documents to reach the inbox

SPF

Your visa

Lists the servers allowed to send for you

DKIM

Your passport

A cryptographic signature proving authenticity

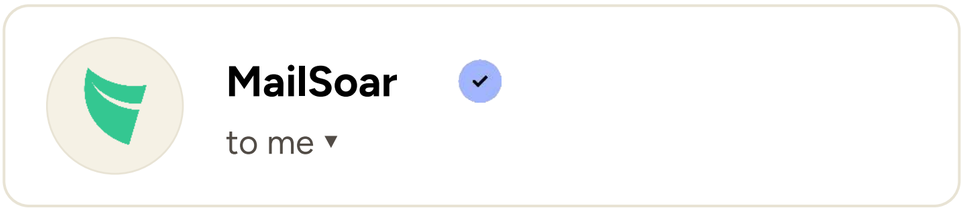
DMARC

The officers' rulebook

Sets the policy for failures: aim for p=reject

BIMI

Optional



Your verified logo, next to every email

- Builds brand trust in the inbox

Infrastructure setup

Isolate your streams so one never drags down another

1 **Subdomain segmentation**

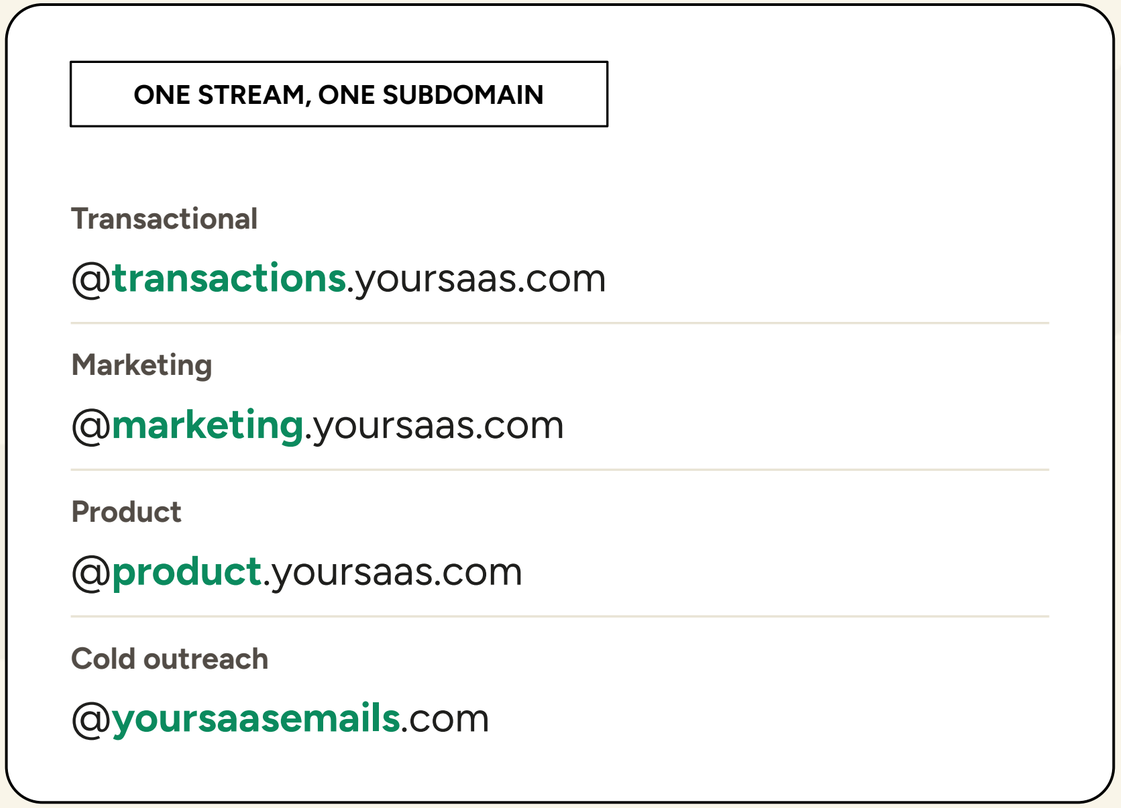
One subdomain per stream: transactional, marketing, product

2 **Pick the right IP**

Shared for flexibility, dedicated for reliability

3 **Granular monitoring**

Google Postmaster on each subdomain



List hygiene

Keep invalid and disengaged contacts out of your sends

DO

- **Segment out** inactive recipients
- **Clean lists** regularly (e.g. Bouncer)
- **Double opt-in** for doubtful sources
- **Suppress** hard bounces and complaints at once

> **Suppression should be automatic: your ESP should handle it for you.**

Engagement strategies

Send to people who want your emails

1



Segmentation

Target active users; re-engage or sunset the rest

2



Personalization

Merge tags and behavioral triggers

3



Frequency caps

Avoid fatigue: e.g. max 2 marketing emails a week

Monitoring and analytics

Three sources of truth to watch



Google Postmaster Tools

Your reputation at Gmail



ESP analytics

Opens, clicks, bounces and complaints



Seed testing

Preview inbox placement (e.g. GlockApps)

Checklist for SaaS teams

Four weeks, one focus per week

1

Week 1

Technical setup

2

Week 2

List hygiene

3

Week 3

Engagement optimization

4

Week 4

Monitoring and scaling

Week 1: Technical setup

WEEK

1

of 4

TO DO

- Audit and fix **SPF, DKIM, DMARC** on every domain
- Set up **one subdomain per stream**
- Connect **Google Postmaster** and ESP dashboards
- Start **seed testing** (GlockApps)

Week 2: List hygiene

WEEK

2

of 4

TO DO

- Run a **bulk verification** of your lists
- Segment by **engagement**: active, inactive, complained
- Suppress **hard bounces and complaints** in your ESP

Week 3: Engagement optimization

WEEK

3

of 4

TO DO

- Run a **re-engagement campaign**: offer value, plus an easy unsubscribe
- A/B test **subject lines and content** on product emails
- Cap marketing **frequency** (e.g. 2 a week)

Week 4: Monitoring and scaling

WEEK

4

of 4

TO DO

- Watch **Google Postmaster** for reputation alerts
- Review **ESP analytics** every week
- Run regular **inbox placement tests**
- Consider **expert support** to own your deliverability

Conclusions

1

Get the basics right

Then move on to the next items

2

Deliverability first

No deliverability, no marketing

3

Trust the trends

Metrics are imprecise, trends are reliable

4

Visibility

Watch your reputation to decide better

5

Do not micromanage

Judge on moving averages, not single days

Start with one checklist item this week. Your inbox placement (and revenue) will thank you!

Questions?

All topics are welcome!

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DMARC Compliant • DKIM Verified • High Inbox Rate • Clean IP Reputation • Higher Engagement • Email Performance

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