



Sender Reputation - Reputation Factors

Sender Reputation is the reputation ISPs assign to a sender based on the senders sending IP addresses and sending domains. These are the source of where the sender's emails came from. The higher the sending reputation, the more ISPs will trust you and thus the more likely your messages will end up in your subscribers inboxes.

Reputation Factors

The following factors are the biggest determinants of your Sender Reputation. Understanding these will help you in getting and maintaining a good Sender Reputation.

- ☐ IP Address
- ☐ Domain Reputation
- ☐ Spam Traps
- ☐ Email Frequency
- ☐ Bounce Rate
- ☐ Unknown User Rate



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