

Prevent Emails from ending up in Spam and Bouncing

Want to ensure your emails land in your prospect's inbox and not in the spam folder?

One of the most common triggers for spam filters is **sending attachments**. That's why in Genesy, you don't have the option to attach files directly. Instead, you can safely share files by **adding a link**. This way, your emails look cleaner, more professional, and are far less likely to be flagged as spam.

Best practices for deliverability

1 Set up SPF, DKIM, and DMARC

Make sure your domain is correctly configured with SPF, DKIM, and DMARC. This protects your reputation and ensures your emails pass security checks.

💡 Tip: Use free online tools to verify your DNS Health and Email Deliverability Score.

2 Warm up your domains

Prepare new domains by sending a small volume of emails for 2–3 weeks before launching campaigns.

If you have this feature enabled in Genesy, go to: **Identities > ⚙️ Configuration > Email Warming**

3 Limit daily email volume per domain

Stick to ~30 emails per day per domain and never exceed 80. This keeps your sender reputation healthy and avoids spam filters.

4 Vary your messages

Don't send the exact same content to everyone. Use personalization and slight variations.

With **AI Variables** in Genesy, you can easily create unique messages for each prospect.

5 Keep it simple (no attachments, use links instead)

- Avoid adding attachments, URLs that look suspicious, or heavy formatting.
- Instead of uploading a file, **insert a link to your file** (Google Drive, Dropbox, OneDrive, etc.).

👉 How to add a file link in your email:

- Upload your file to a cloud storage service (e.g., Google Drive).
- Copy the shareable link.
- Paste the link directly into your email text.

Example: *"You can download the full brochure here."*

6 Use multiple domains for campaigns

Spread your outreach across several domains (e.g., [yourcompany.com](#), [yourcompany.io](#), [yourcompany.es](#)).

Genesys allows you to connect multiple domains under the same identity and rotate them across campaigns.

✓ By keeping your emails **lightweight, personalized, and link-based instead of attachment-heavy**, you'll protect your domain reputation and dramatically increase your chances of landing in the inbox.