Deliverability Best Practices for Video Email Outreach

Sending Email · https://coreel.ai/help/deliverability-best-practices-for-video-email-outreach/

Good deliverability ensures your message reaches inboxes and gets seen.

Core Principles

- Send relevant, personalized messages
- Keep volume gradual and consistent
- Avoid spam-like formatting and language

Sender Setup Best Practices

- Use a stable sender identity
- Keep “from” name/address consistent
- Avoid frequent account switching

Content Best Practices

- Short, clear subject lines
- Human-style copy (not overly promotional)
- One CTA per email
- Keep links minimal and purposeful

Volume and Cadence

- Warm up new sending patterns gradually
- Avoid sudden high-volume spikes

- Space sends naturally through the day

List Hygiene

- Send to qualified recipients only
- Remove invalid/unresponsive addresses over time
- Avoid purchased or scraped lists

Video-Specific Tips

- Keep videos concise (30–60 sec)
- Match subject line to video promise
- Use snippet/link formatting that renders cleanly

Monitor and Improve

Track:

- Open trends
- Click/view rates
- Reply rates
- Bounce/complaint signals (where available)

Adjust weekly based on results.