



# FAQ - The Truth About Bulk Email Delivery

teamfloral



When sending bulk emails, not every email reaches every inbox every time, even when sent correctly from a trusted system. This is normal and expected even with the most reputable email platforms. **TeamFloral** consistently delivers **95-98% of emails**, which is considered excellent by industry standards.



## How Does TeamFloral Maintain our High Delivery Rate?

We take every step we can to maximize delivery and engagement. Email content is designed to carefully balance text to image ratios, avoid words that trigger spam filters, and apply proper unsubscribe options.

We follow best practices for subject lines, links, and sender authentication, and we monitor customer engagement to adjust timing and content for the best results. We also maintain a clean, verified list of customer addresses and use sending systems that are recognized as trusted by major email providers. All of this helps your emails land in inboxes more consistently.



## What Happens After an Email is Sent

After an email leaves our system, it goes through the receiving provider's filters (this is the customers **Gmail, Yahoo, or Outlook inbox filter**). Those filters look at many things, including overall traffic at that moment, how the recipient usually interacts with similar emails, and the provider's current filtering rules. These rules change often and without notice.

Because of this, some emails may be delayed, routed to spam, or filtered out entirely, even when they were sent correctly and responsibly.



## Why Some Emails May Not Appear Right Away (or at All)

Sometimes email providers slow delivery down during busy periods when their servers are overloaded. Sometimes filters are more strict on a given day. Sometimes a recipient's past behavior with similar emails (even from other businesses) affects delivery. Customers having inboxes over storage quota will prevent delivery. And sometimes emails are intentionally stopped because a customer already clicked, ordered, or completed a series.

None of these mean the email "failed." They are part of how modern email systems work.

## Key Takeaway

Even with these normal variances, the vast majority of emails are reaching customers, engaging them, and driving results.

You can trust we are closely monitoring your campaigns to ensure they are effective, reliable, and staying current with the changing world of bulk email sending.

