

# Black Friday & Deliverability

Email deliverability is shaped by a complex interaction of technical standards, sending behavior, and engagement signals.

Our research indicates that email placement in inboxes is not random. In fact, it follows predictable patterns when certain foundational elements are established.

In the following report, we will outline key factors that influence performance, supported by data from our internal studies.



## About Warmy and the Research Team

Warmy is the leading email deliverability technology, helping businesses improve their inbox placement, sender reputation, and overall email performance. Powered by AI-driven strategies.

The Warmy Research Team is a dedicated group of email deliverability-certified experts focused on analyzing and optimizing email-sending practices.

Through continuous testing, data-driven insights, and innovative methodologies, they uncover factors that impact deliverability and translate findings into actionable improvements for Warmy's platform. Their expertise helps businesses navigate the complexities of email deliverability with confidence.



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## Overview

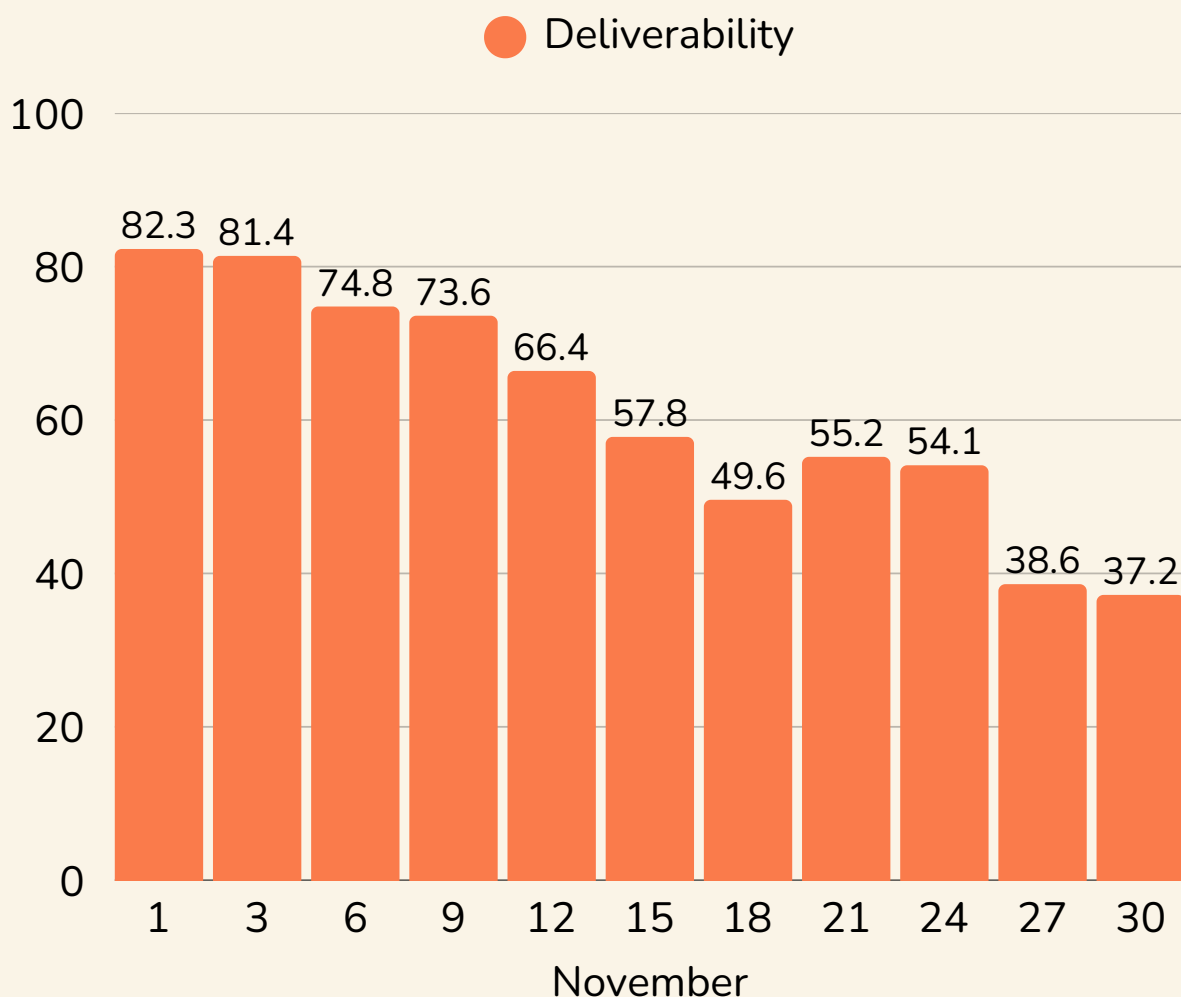
In this analysis, we examined how our customers' email deliverability performed during the Black Friday period.

- To start, we analyzed the overall user base and observed a noticeable decline in deliverability as senders began pushing more promotional traffic.
- In parallel, we isolated a separate cohort of users who joined in November and actively relied on the Seed List feature while warming up their domains.

**By comparing these two groups, we can see both sides of the story:**

- how the seasonal surge in real campaign volume negatively impacted deliverability for many senders, and
- how structured warm up using Seed List enabled new accounts to steadily build inbox placement rather than lose reputation during a high-pressure period.

## The Black Friday Deliverability Drop

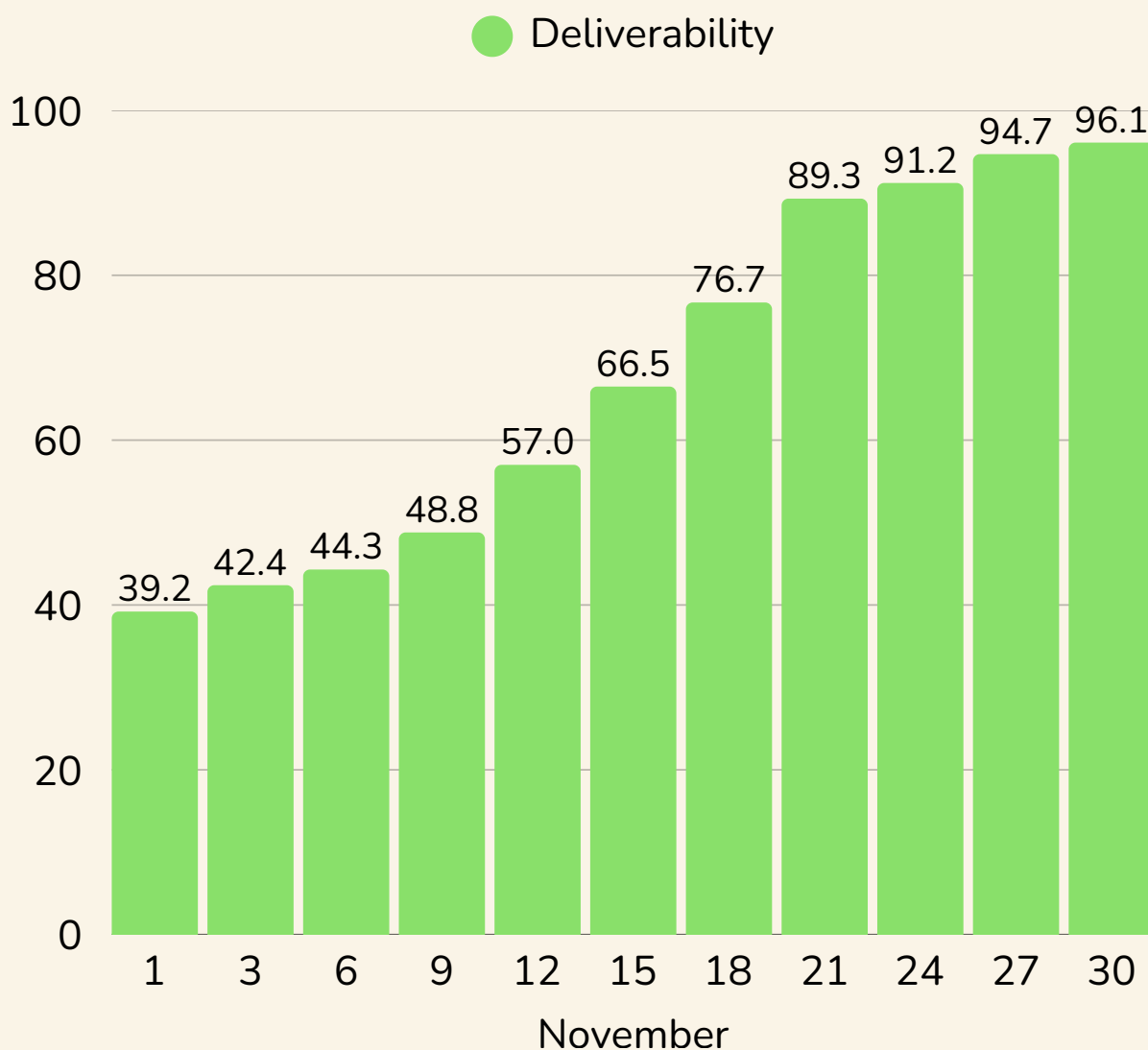


This chart shows a **sharp drop** in our users' deliverability.

At the beginning of November, the deliverability rate was around **74.8–82.3%**, but by the end of the month it had fallen to **37.2–38.6%**.

This decline is mainly because **customers started sending a much higher volume of real campaigns and newsletters**, which put more strain on their sending reputation and led to lower inbox placement.

## Seed List Impact



This chart shows users who joined us in November and used the Seed List feature. Here we see the opposite situation: **their deliverability actually increased very quickly.**

They started warming up with a deliverability rate of **39.2%**, and by the end of the month it had grown to **96.1%**.

## Conclusion

Black Friday is the time of the year when brands and companies send more emails than usual due to promotions and deals. The Warmy Research Team aimed to determine:

- How the seasonal surge in campaign volume impacted deliverability for many senders
- How structured warm up using Seed List enabled new accounts to steadily build inbox placement throughout the high-pressure period

We created two groups:

- Overall user base
- Separate cohort of users who joined in November and relied on the Seed List feature for warming up

Results showed the following findings:

- There was a sharp drop in the users' deliverability from 74.8 - 82.3% to around 37.2-38.6%.
- The users who joined in November and used the Seed List feature experienced a rise in deliverability within a short period of time, from 39.2% to 96.1%.

Overall, a structured warm up process using Seed List will provide the best results for deliverability in a shorter time period—even during a high pressure environment when sending volume is higher than usual.



# Auto All-In-One Tool For Email Deliverability To Make Your Email Channel Reliable

We are passionate about solving email deliverability challenges and making email a reliable channel for every business

**325+**

Years Of Combined Email Deliverability Expertise

**9 countries**

Home To Our Talented Team

**95+**

Countries Have Daily Active Users In Warmy

