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Email Channel. Reliable.

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Impact of Email Batch Sending on 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 and 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 report, we analyze how different email batch strategies affect deliverability and inbox placement. An example is sending in larger bursts versus smaller batches. In this experiment, we used real sending data collected over an entire year across major mailbox providers.

The research focuses on overall performance, examining how often emails from each sending approach land in the Inbox versus Spam or Promotions, and whether any specific batch pattern shows a clear long-term advantage when used at scale.

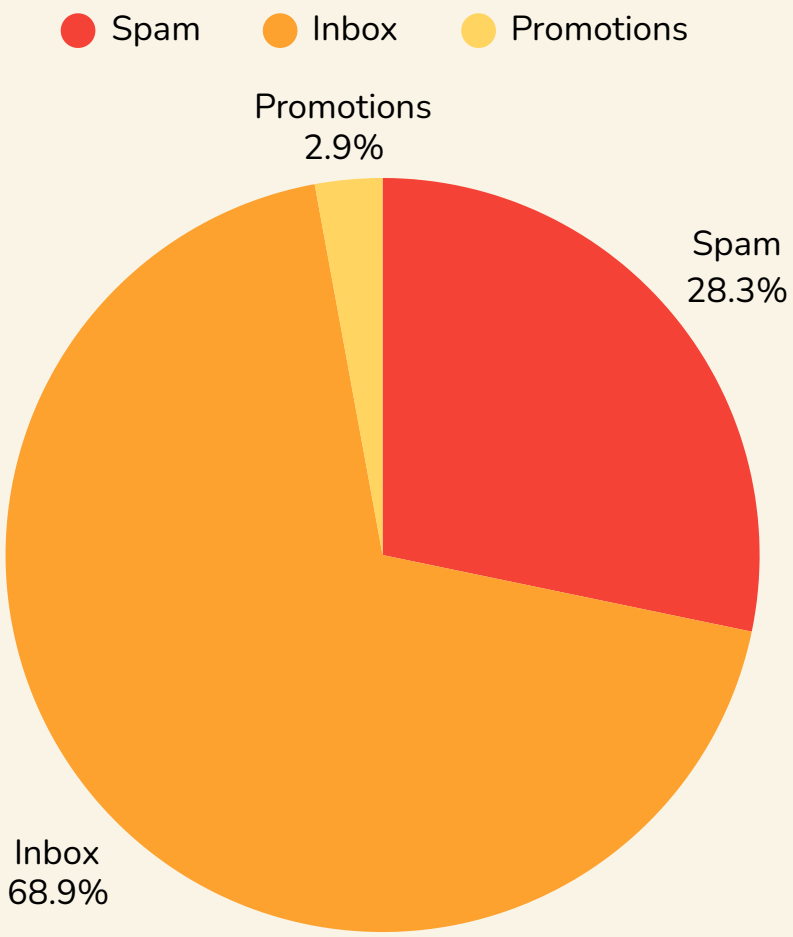
Key Terms

Email Batch Sending: This refers to a sending pattern where many emails from the same sender are delivered in parallel or within a very short time window. In our case, we asked the sender to send to 10 recipients all at once, so each recipient will see the other 9 recipients in the “To” field.

1-by-1 sending: This uses the same delivery mechanism as batch sending but introduces time spacing between messages. Emails are sent sequentially with pauses in between, creating a smooth and low-density traffic pattern that mailbox providers are more likely to associate with natural, manual-like sending behavior. In this case, the recipient will not see other recipients in the “To” field.

Batch Sending Inbox Placement

The data in this graph covers **almost the entire year of 2025.** In total, we were able to analyze more than **20M** emails. We proceeded with **batches of 10 emails** at a time.



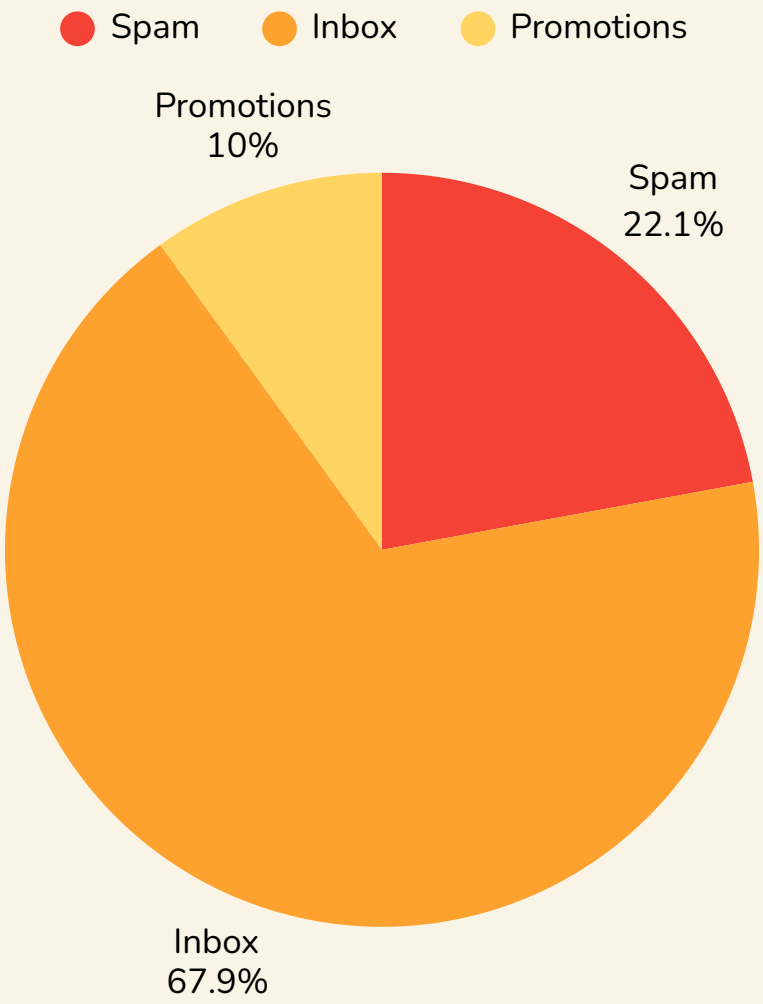
This chart shows the inbox placement of how emails were delivered when they were sent in batches by 10 emails, based on all messages in our dataset for the year. **Most batch-sent emails reached the inbox**, while **a smaller but still significant share was marked as spam**, and **only a small portion went to Promotions.**

- Inbox: **68.9%**
- Spam: **28.3%**
- Promotions: **2.9%**

In simple terms, about **7 out of 10** batch-sent emails arrived in the inbox, around **3 out of 10** were treated as spam, and only a small fraction landed in the Promotions tab.

1 by 1 Sending Inbox Placement

Similar to the Batch Sending data, the data in this graph covers almost the entire year of 2025. In total, we were able to analyze **almost 1M** emails.



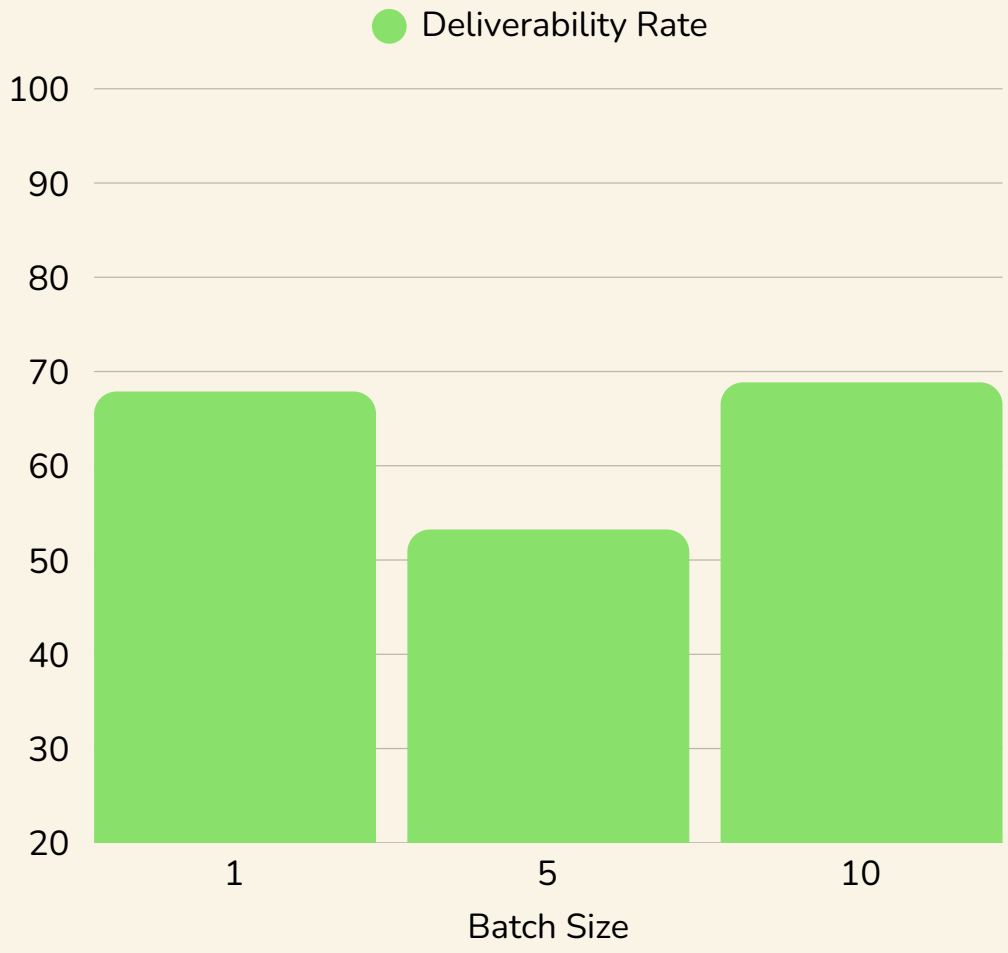
Here we see the inbox placement of emails when they were sent 1 by 1, based on all messages in our dataset for the year. Most messages reached the inbox, a smaller share went to spam, and about one in ten landed in the Promotions tab.

- Inbox: **67.9%**
- Spam: **22.1%**
- Promotions: **10.0%**

Compared to Email Batch sending, **1by1** sending has a very **similar inbox rate**, a noticeably lower spam rate, but a higher share of Promotions in this dataset.

Most Common Batch Sending Strategies

In this graph, we will show you the best performing batch sizes and how they affect your deliverability.



This chart shows how deliverability changes with different batch sizes. The three best-performing batch sizes are:

- **batch by 1 email (1by1 sending)** - about **67.9%** deliverability
- **batch by 10 emails -** about **68.9%**
- **batch by 5 emails** - about **53.2%**

These batches have varying results, but **the best approach is to send 10 emails per batch**, which ensures higher delivery rates compared to other sizes.

Summary

Over almost a full year, we analyzed a very large volume of emails sent both in batches and 1 by 1, focusing on the most common batch sizes: 1, 5 and 10 emails per batch.

Overall inbox performance is very similar for batch size of 10 and 1by1 sending:

- **Batch Size of 10:** about 68.9% inbox, 28.3% spam, 2.9% promotions
- **1 by 1:** about 67.9% inbox, 22.1% spam, 10% promotions

Thus, sending **1 by 1** mainly shifts part of the volume from Spam into Promotions, rather than **unlocking a higher inbox** rate.

When we look at the common batch sizes, **Batch Size of 1 and Batch Size of 10** perform clearly **better than Batch Size of 5**, which has a lower deliverability of around 53.2%.

In this dataset, the safest options are either 1by1 or 10-per-batch sending, while mid-sized batches tend to be less reliable.

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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