

# Optimizing Email Deliverability to Microsoft 365 Domains

Email deliverability is a critical challenge for businesses, especially when targeting Office 365 (O365) users. Many organizations struggle with emails landing in spam folders or being throttled due to sending practices that clash with O365's spam filters.

This research investigates whether grouped sending (bulk emails at once) or randomized sending (staggered emails over time) yields better deliverability and engagement.



## 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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## Key findings

- **Improved Deliverability:** Randomized (staggered) sending consistently achieved 80–90% inbox placement compared to 35–75% with bulk (grouped) sending.
- **Lower Spam Rates:** Bulk sends led to spam placements as high as 55%, whereas randomized sending kept spam levels below 15%.
- **Reliable Delivery:** Randomized sending minimized lost emails (2–5% not received) versus 5–10% for grouped sending.
- **Enhanced Sender Reputation:** By mimicking natural email traffic, randomized sending builds trust with Office 365 filters, reducing the risk of future blocking or throttling.

## Introduction

- Email deliverability is a critical factor in any campaign's success, especially when targeting Office 365 (O365) recipients.
- Modern spam filters and throttling mechanisms can easily misinterpret high-volume, bulk email campaigns as suspicious.
- This research contrasts two strategies—bulk (grouped) sending and randomized (staggered) sending—to determine which method better ensures emails land in recipients' primary inboxes while maintaining engagement.

## Methodology

The research team conducted a controlled study using two distinct sending strategies:

- **Grouped (Bulk) Sending:**
  - **Focus Groups:** Two groups with 10 senders each (5 using established domains and 5 using new domains).
  - **Strategy:** Emails were sent in batches of 20, 100, and 300 per day over a three-week period.
  - **Timing:** Tests were run during regular work hours (10 AM–6 PM) and a “siesta time” slot (12 PM–2 PM).
- **Randomized (Staggered) Sending:**
  - **Focus Groups:** Two groups with 5 senders each (2 established domains, 3 new domains).
  - **Strategy:** Emails were dispatched in staggered batches—40/week (spread over 8 hours), 120/week (over 24 hours), and 300/week with randomized timing.
- **Technical Setup:**
  - **Sender Platforms:** Gsuite and Custom SMTP.
  - **Receiver Environment:** Microsoft 365 (MS365).
  - **Metrics and Tools:** Deliverability was measured through inbox versus spam rates and bounce rates, utilizing Warmy and Microsoft SNDS for tracking.

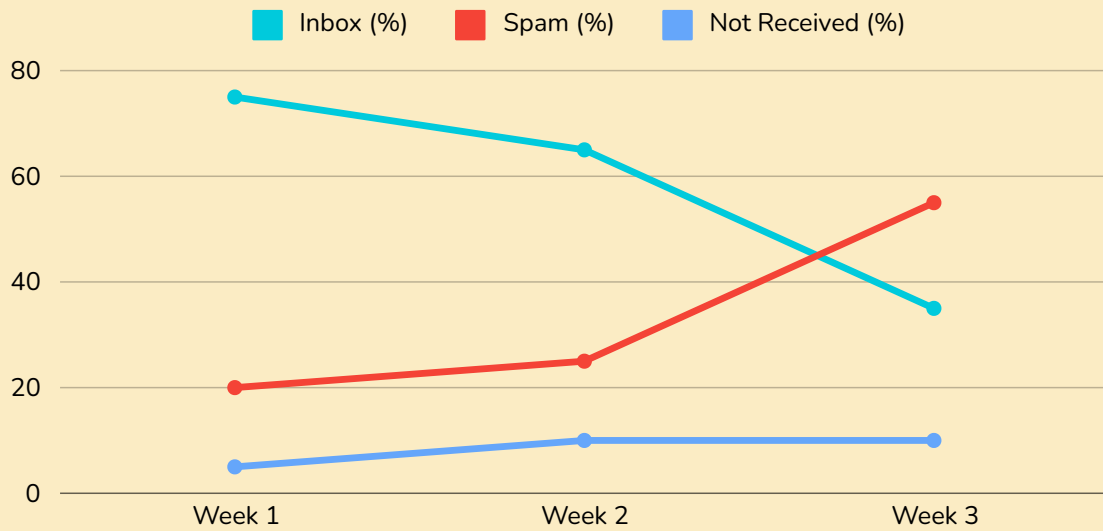
## Results

The experiment yielded clear, quantitative differences between the two email-sending strategies:

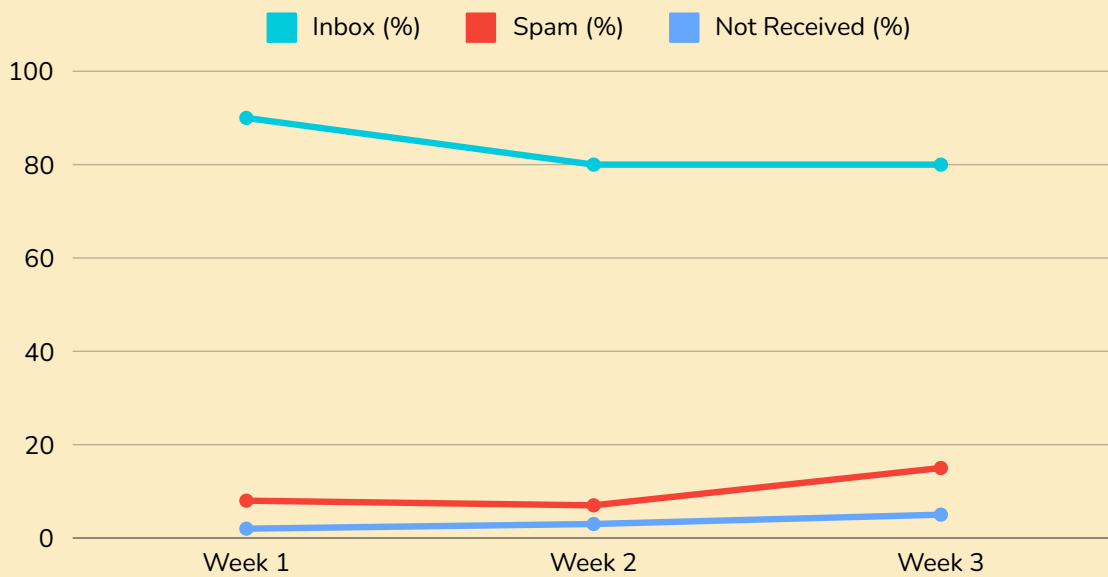
- **Grouped Sending:**
  - **Week 1 (20/day):**
    - The initial phase showed a moderate success rate with 75% of emails landing in the inbox.
  - **Week 2 (100/day):**
    - As volume increased, inbox placement dropped to 65%, with a noticeable rise in spam to 25%.
  - **Week 3 (300/day):**
    - At the highest volume, inbox placement fell sharply to 35%, while spam rates surged to 55%. Additionally, around 10% of emails were not received due to throttling or being blocked.
- **Randomized Sending:**
  - **Consistent Performance Across Volumes:**
    - Even at higher volumes (up to 300 emails per week), inbox placement remained robust at 80–90%.
  - **Spam and Loss Rates:**
    - Spam incidents were kept low, ranging between 7–15%, and the loss of emails (not received) was minimal, recorded at only 2–5%.

Charts provided by the research team below vividly illustrate these trends, highlighting the performance gaps between grouped and randomized sending. The visual data underscores how high-volume bulk sending can trigger aggressive spam filters, while the staggered approach avoids these pitfalls, ensuring higher reliability and recipient engagement.

## Grouped Sending: The High-Volume Gamble



## Randomized Sending: The Steady Performer



## Conclusion

- The research clearly demonstrates that randomized sending is superior for email campaigns targeting Office 365 recipients.
- By spacing out emails in a natural, human-like manner, you not only improve inbox placement but also maintain a healthier sender reputation and ensure higher engagement levels.
- For businesses looking to maximize campaign effectiveness, adopting a staggered email approach is the recommended strategy.



**Get the latest insights on email deliverability—our team conducts in-depth research every week!**



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