

# WARMY RESEARCH INSIGHTS

June 2026



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## COMPREHENSIVE RESEARCH

# HOW GOOGLE WORKSPACE SEED LIST IMPACTS INBOX DELIVERY

Google Workspace seed list Impact on email deliverability represents a critical lever for senders seeking to improve inbox placement across domains at varying reputation levels.

Understanding how seed list engagement interacts with audience quality, warm-up programs, and domain health is essential for diagnosing deliverability failures and prioritizing remediation efforts.

Our analysis reveals that seed list effectiveness is not uniform; it performs differently depending on the starting reputation of the domain, the composition of the recipient audience, and whether the sender is actively running a warm-up process.

This report explores how Google Workspace seed list impact influences Deliverability Rate across 3 domain groups from “zero-reputation” domains to high-performing ones.

Backed by data gathered through Placement Checker and warm-up tools, these insights provide a strategic framework for applying seed list programs where they deliver the most value.

## METHODOLOGY & GOALS

# OVERVIEW

By monitoring deliverability signals across thousands of domains at every stage of sender reputation, from cold starts to fully warmed-up high-volume senders, we continuously analyze what separates messages that reach the inbox from those that land in spam or never get seen at all.

Our goal was straightforward: to determine whether Google Workspace seed list engagement produces measurable, reliable improvement in inbox placement and under what conditions it works best.

In this report, we break down performance across two core tools: Placement Checker and Warm-Up, examining Deliverability Rate shifts before and after seed list activation.

We segment results across 3 domain reputation tiers to identify exactly where the seed list is a game-changer, where it falls short, and what additional work is required when the seed list alone is not enough.

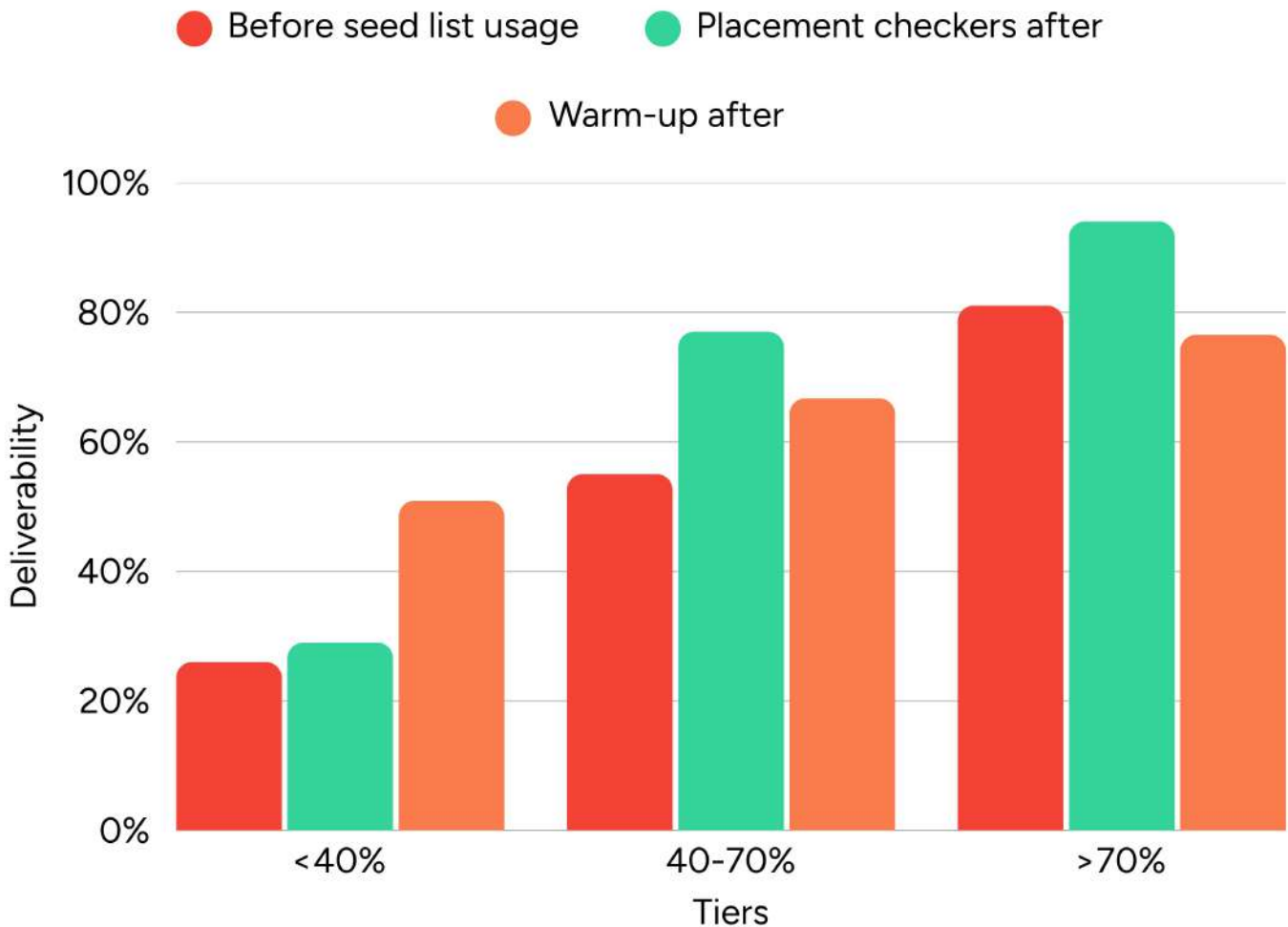
## TECHNICAL TERMINOLOGY

# KEYWORDS

- **Deliverability Rate:** The percentage of sent emails that successfully reach the recipient's inbox, as opposed to landing in the spam folder, promotions tab, or going missing entirely.
- **Seed list:** A list of mailboxes used to simulate genuine recipient engagement, including opens, clicks, and inbox interactions, with the purpose of building or restoring sender reputation.
- **Baseline:** Information available prior to the tests. It represents the sender's deliverability state before any intervention (no seed list activation, no warm-up, no additional engagement). This is the starting point used to measure the real impact of each tool.
- **Placement Checker:** A tool that tests where your emails land across real mailboxes (inbox, spam, promotions) before or during a live campaign.
- **Warm-up:** A process of gradually increasing email sending volume over time to build sender reputation with email providers.

## DELIVERABILITY RATE

# OVERVIEW: STATISTICAL IMPROVEMENT

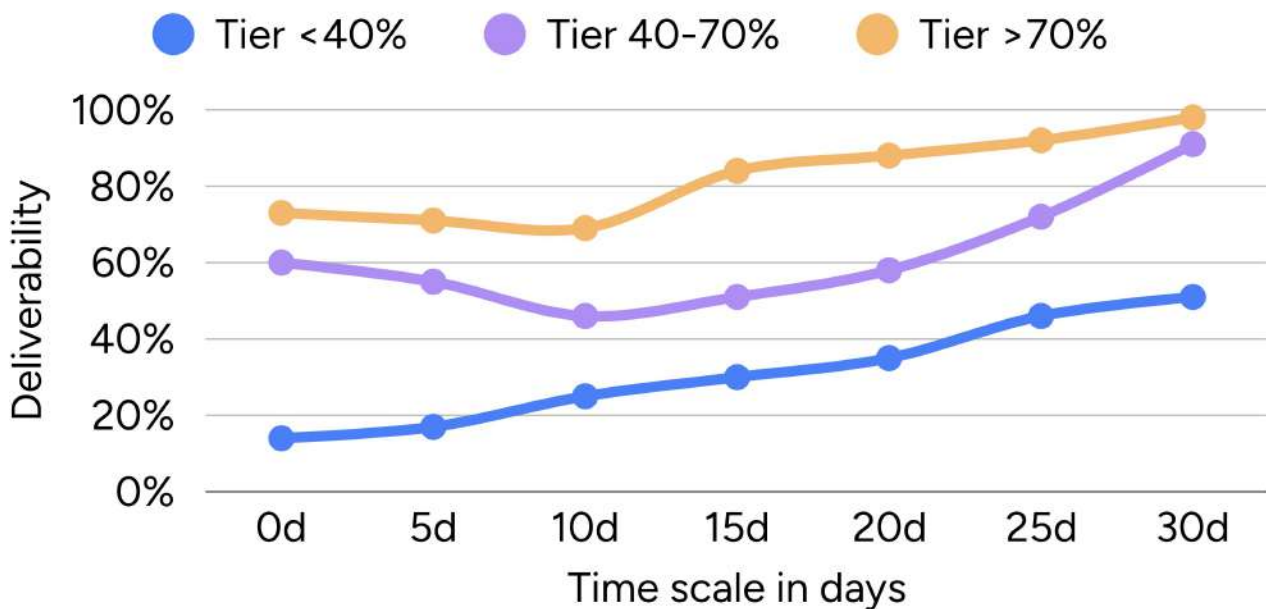


Overall deliverability increased from 67% to 75%.

- **Tier <40%:** Weak senders. High spam risk, early stage of reputation building.
- **Tier 40–70%:** Grey zone. Inconsistent placement; inbox and spam mixed.
- **Tier >70%:** Strong senders. Stable reputation, majority of emails reach inbox.

**DELIVERABILITY RATE**

**PLACEMENT CHECKER  
STATISTICAL IMPROVEMENT  
WITH TIME SCALE**

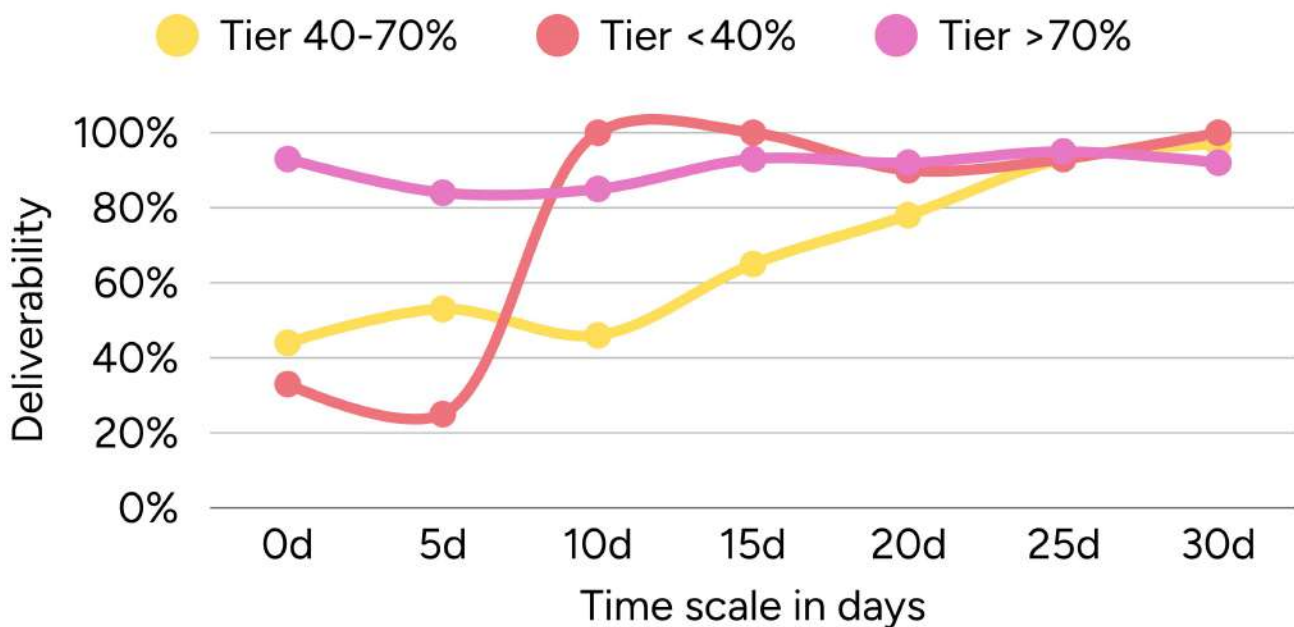


**Day 0** is the day the seed list was first activated.

- **Tier <40%:** Started at 14%, climbed steadily to 51% by day 30. **Increased** by +37%.
- **Tier 40-70%:** Started at 60%, climbed steadily to 91% by day 30. **Increased** by +31%.
- **Tier >70%:** Started at 73%, climbed steadily to 98% by day 30. **Increased** by +25%.

**DELIVERABILITY RATE**

**WARM-UP CHART:  
STATISTICAL IMPROVEMENT  
WITH TIME SCALE**



**Day 0** represents the first day of seed list usage.

- **Tier <40%**: Started at 33%, climbed steadily to 100% by day 30. **Increased** by +67%.
- **Tier 40–70%**: Started at 44%, climbed steadily to 97% by day 30. **Increased** by +53%.
- **Tier >70%**: Started at 93%, climbed steadily to 92% by day 30. **Decreased** by -1%.

## IMPACT ANALYSIS

# SUMMARY

Tiers	Before seed list usage	Placement Checker after	Warm-up after
<40%	26%	29% (+3%)	50% (+24%)
40–70%	55%	77% (+22%)	66% (+11%)
>70%	81%	94% (+13%)	76% (-5%)

**Placement Checker:** Overall deliverability **increased** from 78% to 87%. Placement Checker delivered strong gains for mid-tier and high-reputation senders, with the seed list playing a key role in improving inbox placement. For low-reputation senders, the impact was minimal: a seed list alone isn't enough without a solid sending foundation.

**Warm-up:** Overall deliverability **increased** from 56% to 63%. Warm-up had the biggest impact on low-reputation senders, nearly doubling their deliverability. Mid-tier senders saw moderate gains. For high-reputation senders, it slightly hurt performance, suggesting warm-up can disrupt already stable sending patterns.

**Overall:** Deliverability increased from 67% to 75% across all sender tiers. Both tools contributed to this improvement, with the seed list playing a key role in boosting inbox placement. Warm-up worked best for low-reputation senders, while Placement Checkers delivered stronger results for mid-tier and high-reputation senders.

## MEET THE TEAM

# 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.



**Daniel Shnaider**  
CEO, Warmy.io & AnyBiz.io



**Alexandr Panchenko**  
Technical Deliverability Expert

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**WARMY.IO**

# RESEARCH TEAM



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**Warmy**  
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Senior Deliverability Expert



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**Artem Klymenko**  
Deliverability Expert



Email Channel. Reliable

# **WE DON'T SEND EMAILS** **WE GET THEM SEEN**

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



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