



Reputation - Email Deliverability

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Goal - Testing Email Deliverability on Email Providers using Spamassassin as their email filtering system for gTLDs (new and legacy) and ccTLDs.

TLDs Tested - net, com, io, live, shop, top, tv + all Radix TLDs

Email Systems used in testing - Bigrock Linux Hosting, Namecheap Linux Hosting, OrderBox free email Hosting, Outlook Paid, Gmail Paid, Zoho

ED results - Radix



	<u>fun</u>		<u>online</u>		<u>site</u>	
<i>Email Status</i>	Stage 1	Stage 2	Stage 1	Stage 2	Stage 1	Stage 2
Bounceback	10.42%	6.25%	11.67%	6.25%	7.94%	6.25%
Inbox	54.17%	66.67%	56.67%	64.58%	60.32%	64.58%
Not Received			1.67%			
Spam	29.17%	20.83%	23.33%	22.92%	25.40%	22.92%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	<u>store</u>		<u>tech</u>	
<i>Email Status</i>	Stage 1	Stage 2	Stage 1	Stage 2
Bounceback	9.68%	6.25%	9.68%	6.25%
Inbox	56.45%	66.67%	61.29%	68.75%
Not Received	1.61%		1.61%	
Spam	25.81%	20.83%	20.97%	18.75%
Grand Total	100.00%	100.00%	100.00%	100.00%

ED results - Non- Radix



	<u>live</u>		<u>shop</u>	
<i>Email Status</i>	Stage 1	Stage 2	Stage 1	Stage 2
Bounceback	8.89%	6.67%	6.67%	6.67%
Inbox	64.44%	63.33%	66.67%	66.67%
Spam	26.67%	30.00%	26.67%	26.67%
Grand Total	100.00%	100.00%	100.00%	100.00%

	<u>top</u>		<u>xyz</u>	
<i>Email Status</i>	Stage 1	Stage 2	Stage 1	Stage 2
Bounceback	6.67%	6.67%	8.89%	6.67%
Inbox	46.67%	53.33%	60.00%	63.33%
Spam	46.67%	40.00%	31.11%	30.00%
Grand Total	100.00%	100.00%	100.00%	100.00%

ED results - Legacy TLDs

	<u>com</u>		<u>net</u>		<u>org</u>	
<i>Email Received IN.</i>	Stage 1	Stage 2	Stage 1	Stage 2	Stage 1	Stage 2
Bounceback	6.67%	6.67%	11.11%	8.89%	6.98%	6.67%
Inbox	66.67%	66.67%	60.00%	64.44%	67.44%	73.33%
Spam	26.67%	26.67%	28.89%	26.67%	25.58%	20.00%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

ED results - ccTLDs

	<u>io</u>		<u>tv</u>	
<i>Email Received IN.</i>	Stage 1	Stage 2	Stage 1	Stage 2
Bounceback	6.67%	6.67%	9.09%	6.67%
Inbox	66.67%	60.00%	59.09%	66.67%
Not Received/No Bounceback		10.00%		
Spam	26.67%	23.33%	31.82%	26.67%
Grand Total	100.00%	100.00%	100.00%	100.00%

Conclusion

- **No significant difference in deliverability on the type of TLDs used.**
- **SPAM filter is TLD agnostic.**