Q3 2025 Postmastery's Email Delivery Benchmark

Compare your email delivery performance with the performance of others...

DISTILLED FROM 13 BILLION LARGE ESP'S EMAIL TRANSACTIONS

Postmastery is pleased to present the seventh edition of our Email Delivery Benchmark report, building on the insights from our previous analyses.

This report offers a refined analysis of email delivery metrics, incorporating billions of additional email transactions from newly partnered senders to deliver an even more robust and comprehensive overview of email performance.

Conducted from July to September 2025, this study evaluates the most recent delivery trends across leading ESPs.

By assessing key metrics such as delivery rates, bounce rates, and deferred rates, this report provides industry professionals with actionable benchmarks to optimize their strategies in an evolving digital landscape.

The expanded dataset offers greater accuracy, making this report a critical tool for navigating the evolving landscape of email deliverability.

Key performance indicators

MAILBOX PROVIDERS	DELIVERY RATE	BOUNCE RATE	DEFERRED RATE	AVERAGE DELIVERY TIME
GOOGLE	99.50	0.50	0.15	00:04:47
YAHOO	99.76	0.24	0.39	00:04:51
OUTLOOK	99.75	0.25	0.06	00:05:41
OFFICE365	99.49	0.51	0.15	00:01:03
ICLOUD	98.61	1.39	0.10	00:05:51
BTINTERNET	98.49	1.51	1.21	00:05:18
SEZNAM	99.92	0.08	0.25	00:00:24
MIMECAST	92.09	7.91	9.01	00:03:03
PROOFPOINT	99.08	0.92	1.95	00:05:33
COMCAST	99.09	0.91	15.94	00:22:37
GMX	99.62	0.38	0.16	00:00:19
VIRGINMEDIA	99.72	0.28	0.68	00:02:03
ORANGE	99.22	0.78	0.22	00:53:07
ZIGGO	99.87	0.13	0.14	00:00:34
KPN	99.87	0.13	3.81	00:06:53

Note: All metrics in this table are the median values of the sender cohort considered for the Benchmark. Delivery rate is the percentage of messages delivered compared to messages sent. Bounce rate is the percentage of messages that bounced compared to messages sent. Deferred Rate is the percentage of unique delivery attempts compared to messages sent. Average delivery time is the total delivery time divided by the number of messages delivered.

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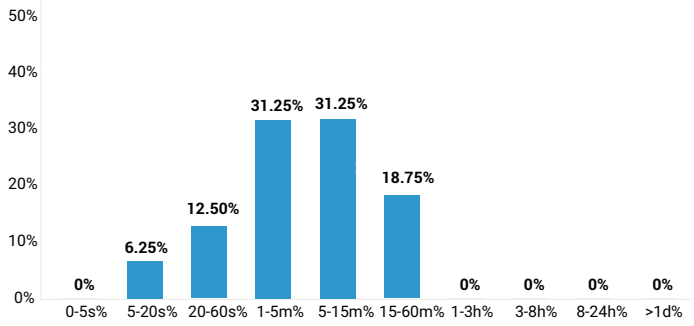
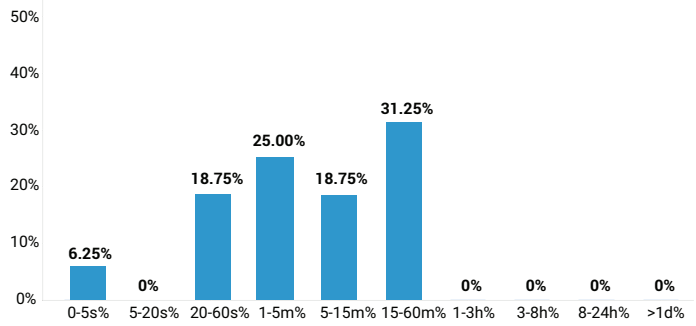
Average Delivery time distribution of top-5 MBP

Distribution of Average Delivery times by Senders per Delivery time buckets.

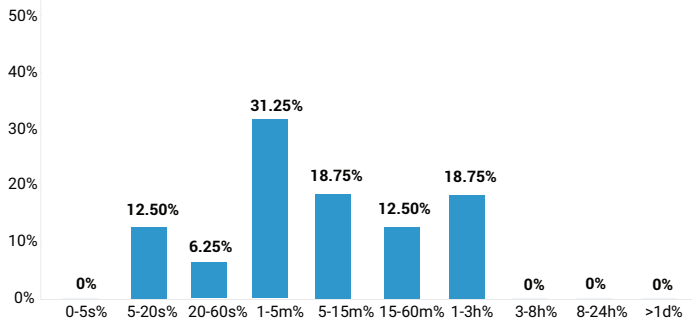
Google



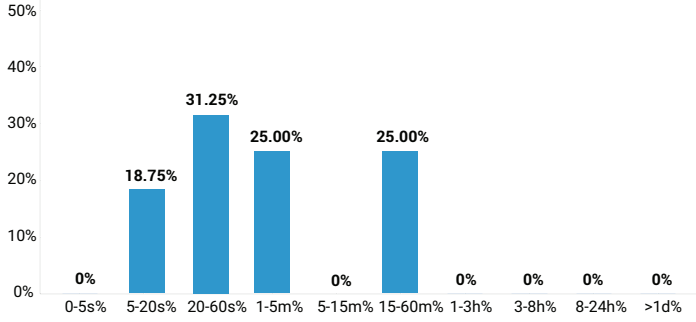
Outlook



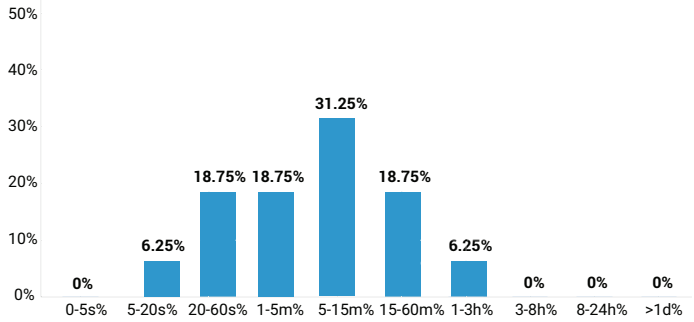
Yahoo



Office 365

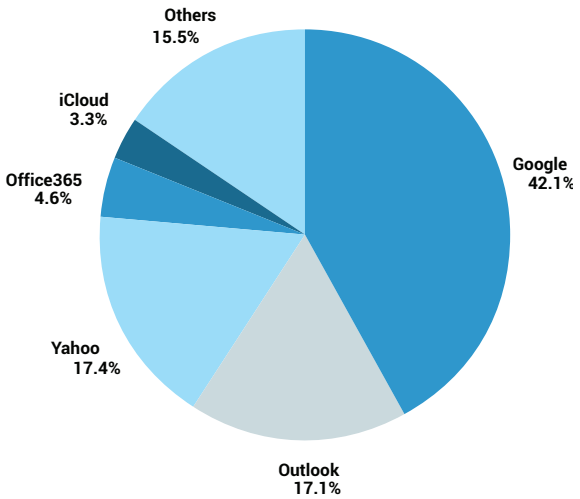


iCloud



Mailbox providers distribution

Distribution of Mailbox providers within the sender cohort considered for the Benchmark.



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SMTP Message of the Quarter

We've highlighted a few bounce and deferral messages that had significant volume during the period and are of particular interest

Bounce

Over the past years, more and more ISPs and mailbox providers have begun enforcing stricter DMARC policies. As of today, DMARC is no longer optional.

DMARC helps protect your domain from malicious use, strengthens recipient trust, and keeps your brand out of spam or phishing campaigns.It ensures that only authorized senders can use your domain, blocking fraudulent or forged messages that attempt to impersonate you.

In addition, DMARC provides valuable visibility through detailed aggregate and forensic reports, showing who's sending email on behalf of your domain, whether legitimate systems or potential abusers.

By authenticating your emails, DMARC also improves deliverability, as ISPs and mailbox providers are more likely to route verified messages to the inbox, enhancing both sender reputation and engagement rates.

The bounce messages below all indicate DMARC failures and help senders identify and resolve potential authentication issues. They provide valuable information and their presence in your logs should be closely monitored.

Postmastery Console includes automatic alerts that let you know right away if these bounces show up in your data.

550 5.7.509 Access denied, sending domain domain.com does not pass DMARC verification and has a DMARC policy of reject.

550 5.7.26 Unauthenticated email from domain.com is not accepted due to domain's DMARC policy. Please contact the administrator of domain.com domain if this was a legitimate mail. To learn about the DMARC initiative, go to https://support.google.com/mail/?p=DmarcRejection

554 5.7.1 Your message was rejected due to domain.com's DMARC policy. See https://support.apple.com/en-us/HT204137 for info

554 5.7.5 Permanent Error Evaluating DMARC Policy.

550 DMARC Sender Invalid - envelope rejected - https://community.mimecast.com/docs/DOC-1369#550

550 5.7.1 Email rejected per DMARC policy for domain.com

550 5.7.0 Email rejected per DMARC policy

554 5.2.0 MXIN603 DMARC validation failed.

552 5.2.0 <sender@domain.com> sender rejected due to DMARC failure. AUP#SNDR

501 5.2.0 xxxxxxxxx Mail rejete. Mail rejected. DMARC check failed. OFR_515, please visit: https://postmaster.orange.fr/ [515]

554 The email you are trying to send is rejected as it does not comply with the DMARC policy published by your domain. Please contact the administrator of your domain for further details. (#5.7.1)

550 5.2.0 xxxxxxxxxxx Message rejected due to DMARC. Please see https://postmaster.comcast.net/smtp-error-codes.php#DM000001

550 5.7.40 Your email has been blocked because the From: header (RFC5322) in this message isn't aligned with either the authenticated SPF or DKIM organizational domain. To learn more about DMARC alignment, visit https://support.google.com/a?p=dmarc-alignment To learn more about Gmail requirements for bulk senders, visit https://support.google.com/a?p=sender-guidelines

Deferrals

421 4.7.0 [TSS04] Messages from X.X.X.X temporarily deferred due to unexpected volume or user complaints - X.X.X.X; see https://postmaster.yahooinc.com/error-codes

The Yahoo deferral message shown above typically occurs when there is a temporary volume spike for a specific IP. This is fairly common and can sometimes cause significant issues for senders, particularly if the complaint rate for that IP is high.

If Yahoo support does not agree to raise the volume thresholds for the affected IP, the most effective solution is usually to substantially reduce the sending volume and perform a new IP warm-up. This can sometimes be quite a lengthy process if the recipients' engagement is not optimal.

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POSTMASTERY & INDUSTRY
QUARTERLY NEWS

Gmail Postmaster Tools v1 Is Retiring: What You Need to Know

Google has announced an important change: the old Postmaster Tools interface (v1) will be deprecated. After deprecation, anyone trying to access the old dashboards will be redirected straight to the new Postmaster Tools v2.

Read More at The Postmastery Blog

Comcast has updated its FBL ahead of the planned migration of its email services to Yahoo

Comcast's FBL has distinct features that senders need to understand to properly handle complaint reports before its email services migrate to Yahoo.

Read More at The Postmastery Blog

Laposte.net tightens its requirements for email authentication

On Friday, August 22, Laposte.net announced a major shift in its deliverability and anti-spam policy starting in September 2025. The French webmail confirmed that email authentication standards (SPF, DKIM, and DMARC) will no longer be optional.

Read More at The Postmastey Blog

Orange Spain announces the end of its email services: What all senders need to know ahead of September 5, 2025

Orange Spain has officially announced the permanent shutdown of all its email services as of September 5, 2025.

Read more at The Postmastery Blog

In conclusion, this report gives a clear snapshot of the average MBP email delivery performance and with this report senders can map their delivery performance against performance from others; a great baseline for improvement.
Interested in more insights, data or want to be included into the reports? Let us know at: info@postmastery.com