

Q2 Postmastery's Email Delivery Benchmark

We enjoy mapping your delivery performance against performance from others...

DISTILLED FROM
11 BILLION
LARGE ESP'S EMAIL
TRANSACTIONS

Postmastery is pleased to present the second edition of our Email Delivery Benchmark report, expanding on the foundations laid in our inaugural edition.

This report offers a more comprehensive analysis, incorporating billions of additional email transactions from newly partnered senders, resulting in a deeper and statistically robust insight into email delivery performance.

Conducted from April to June 2024, this study evaluates key delivery metrics across leading ESPs, providing essential benchmarks for

industry professionals to assess and optimize their email strategies.

The expanded dataset offers greater accuracy, making this report a critical tool for navigating the evolving landscape of email deliverability. We provide an in-depth analysis of the performance of these providers, highlighting trends and identifying areas for improvement.

Additionally, the report introduces new Google-specific error codes and a breakdown of common SMTP errors, helping senders address critical issues and enhance their delivery practices.

This edition features a detailed examination of delivery rates, bounce rates, deferred rates, and average delivery times across the top 15 Mailbox Providers (MBPs).

With continuous updates and fresh data, Postmastery remains committed to offering actionable insights that drive the highest standards in email delivery.

This new and expanded report was created from the data collected from over 11 billion common email transactions from several large ESPs.

Key performance indicators

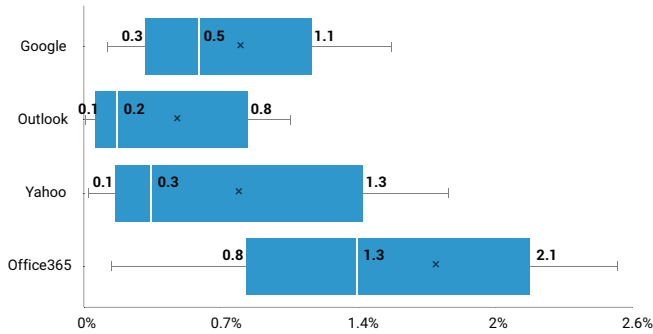
MAILBOX PROVIDERS	DELIVERY RATE	BOUNCE RATE	DEFERRED RATE	AVERAGE DELIVERY TIME
GOOGLE	99.45	0.55	0.72	0:03:02
OUTLOOK	99.89	0.15	0.33	0:02:43
YAHOO	99.69	0.32	0.29	0:05:24
OFFICE365	99.11	1.30	0.28	0:00:56
ICLOUD	97.09	2.91	0.35	0:05:59
SEZNAM	99.95	0.05	0.02	0:00:33
BTINTERNET	99.41	0.59	0.29	0:01:58
PROOFPOINT	98.87	1.25	1.01	0:03:21
AT&T	99.82	0.18	0.02	0:00:24
MIMECAST	95.59	4.41	10.39	0:02:07
VIRGINMEDIA	99.35	0.65	1.51	0:12:59
ZIGGO	99.74	0.26	0.31	0:00:33
ORANGE	99.40	0.60	0.10	0:15:55
KPN	99.67	0.33	7.25	0:02:14
COMCAST	99.08	0.92	6.17	0:20:14

→ 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.

Deepdive into the Key Performance Indicators

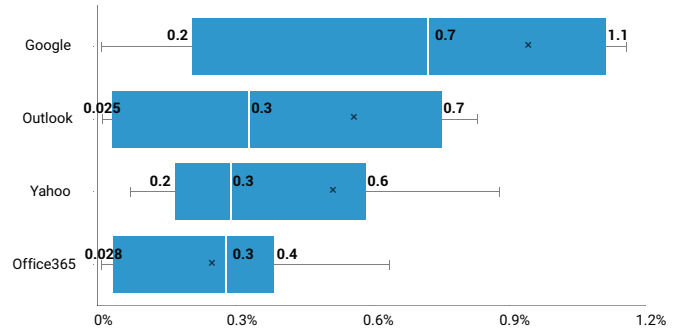
Bounce Rate of top-4 MBP

Box and Whisker Bar Chart



Deferred Rate of top-4 MBP

Box and Whisker Bar Chart

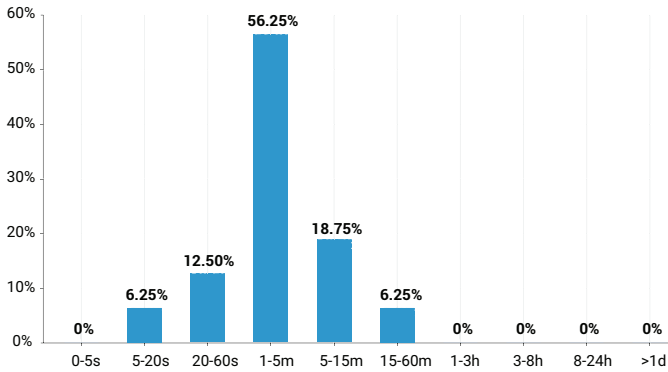


→ Note: The vertical line inside the box marks the median (second quartile), the cross marks the arithmetic mean (average).

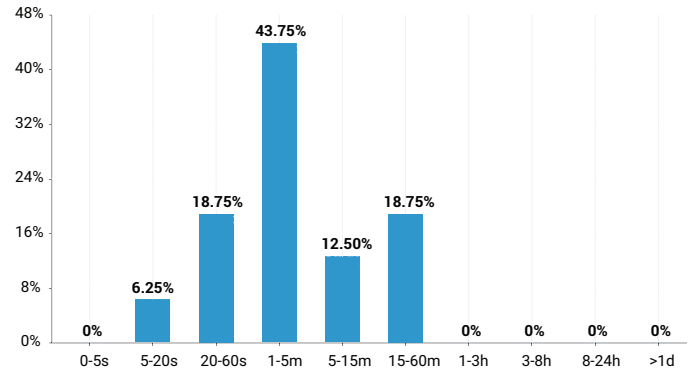
Average Delivery time distribution of top-4 MBP

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

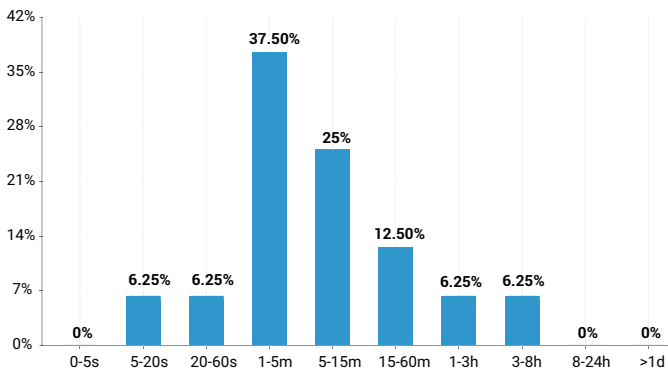
Google



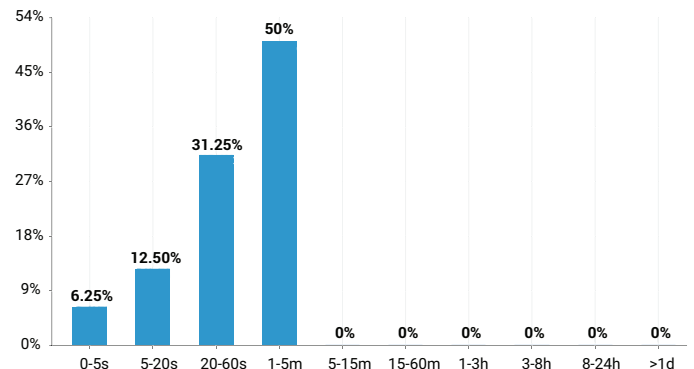
Outlook



Yahoo



Office 365



Most frequent Google SMTP Errors

Google Bounces

550 5.7.1 [xx.xx.xx.xx] Gmail has detected that this message is likely unsolicited mail. To reduce the amount of spam sent to Gmail, this message has been blocked. For more information, go to <https://support.google.com/mail/?p=UnsolicitedMessageError>

550 5.1.1 The email account that you tried to reach does not exist. Please try double-checking the recipient's email address for typos or unnecessary spaces. For more information, go to <https://support.google.com/mail/?p=NoSuchUser>

550 5.7.26 Your email has been blocked because the sender is unauthenticated. Gmail requires all senders to authenticate with either SPF or DKIM. Authentication results: DKIM = did not pass SPF [domain.com] with ip: [xx.xx.xx.xx] = did not pass For instructions on setting up authentication, go to <https://support.google.com/mail/answer/81126#authentication>

552 5.2.2 The recipient's inbox is out of storage space and inactive. Please direct the recipient to <https://support.google.com/mail/?p=OverQuotaPerm>

550 5.7.1 [xx.xx.xx.xx] Gmail has detected that this message is likely suspicious due to the very low reputation of the sending domain. To best protect our users from spam, the message has been blocked. For more information, go to <https://support.google.com/mail/answer/188131>

550 5.7.26 The MAIL FROM domain [domain.com] has an SPF record with a hard fail policy (-all) but it fails to pass SPF checks with the ip: [xx.xx.xx.xx]. To best protect our users from spam and phishing, the message has been blocked. For instructions on setting up authentication, go to <https://support.google.com/mail/answer/81126#authentication>

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>

550 5.2.1 The email account that you tried to reach is inactive. For more information, go to <https://support.google.com/mail/?p=DisabledUser>

550 5.7.1 The user or domain that you are sending to (or from) has a policy that prohibited the mail that you sent. Please contact your domain administrator for further details. For more information, go to <https://support.google.com/a/answer/172179>

550 5.7.1 [xx.xx.xx.xx] Gmail has detected that this message is likely suspicious due to the very low reputation of the sending IP address. To best protect our users from spam, the message has been blocked. For more information, go to <https://support.google.com/mail/answer/188131>

550 5.7.1 [xx.xx.xx.xx] Messages with multiple addresses in From: header are not accepted. For more information, go to <https://support.google.com/mail/?p=RfcMessageNonCompliant> and review RFC 5322 specifications.

550 5.7.1 The email account that you tried to reach is disabled. Learn more at <https://support.google.com/mail/?p=DisabledUser>

NEW

550 5.7.1 [xx.xx.xx.xx] Messages missing a valid Message-ID header are not accepted. For more information, go to <https://support.google.com/mail/?p=RfcMessageNonCompliant> and review RFC 5322 specifications.

Previous Code Usage: While 550 5.7.1 is an existing code, this new description emphasizes Gmail's requirement for a valid Message-ID header, which is crucial for message identification and threading.

NEW

550 5.7.1 [xx.xx.xx.xx] Messages missing a valid address in From: header, or having no From: header, are not accepted. For more information, go to <https://support.google.com/mail/?p=RfcMessageNonCompliant> and review RFC 5322 specifications.

Previous Code Usage: This is another new context for the 550 5.7.1 code, focusing on the proper formatting of the From: header, which is a critical part of email sender identification.

NEW

552 5.7.0 This message was blocked because its content presents a potential security issue. To review our message content and attachment content guidelines, go to <https://support.google.com/mail/?p=BlockedMessage>

Significance: This is a completely new error code not seen in any previous reports, indicating Gmail's enhanced security measures concerning message content and attachments.

NEW

552 5.3.4 The size of one of the header values (xxxxxx bytes) exceeds Google's limit of 32768 bytes per individual header size. To view our header size guidelines, go to <https://support.google.com/a?p=header-limits>

Significance: This is a new error code that highlights Gmail's enforcement of limits on header sizes, which was not previously reported.

Most frequent Google SMTP Errors

NEW

550 5.7.1 This message is not RFC 5322 compliant. There are multiple Reply-To headers. To reduce the amount of spam sent to Gmail, this message has been blocked. For more information, go to <https://support.google.com/mail/?p=RfcMessageNonCompliant> and review RFC 5322 specifications.

Previous Code Usage: The 550 5.7.1 code was previously used for issues like suspicious content or low domain reputation. This new context regarding multiple Reply-To headers indicates Gmail's focus on compliance with email standards.

NEW

550 5.7.1 This message is not RFC 5322 compliant. There are multiple To headers. To reduce the amount of spam sent to Gmail, this message has been blocked. For more information, go to <https://support.google.com/mail/?p=RfcMessageNonCompliant> and review RFC 5322 specifications.

Previous Code Usage: Similarly, this code now also applies to emails that violate RFC 5322 by including multiple To headers, which was not a focus in earlier reports.

Google Deferrals

452 4.2.2 The recipient's inbox is out of storage space. Please direct the recipient to <https://support.google.com/mail/?p=OverQuotaTemp>

421 4.7.28 Gmail has detected an unusual rate of mail originating from your SPF domain [domain.com xx]. To protect our users from spam, mail sent from your domain has been temporarily rate limited. For more information, go to <https://support.google.com/mail/?p=UnsolicitedRateLimitError> to review our Bulk Email Senders Guidelines.

421 4.7.28 Gmail has detected an unusual rate of mail originating from your DKIM domain [domain.com xx]. To protect our users from spam, mail sent from your domain has been temporarily rate limited. For more information, go to <https://support.google.com/mail/?p=UnsolicitedRateLimitError> to review our Bulk Email Senders Guidelines.

450 4.2.1 The user you are trying to contact is receiving mail at a rate that prevents additional messages from being delivered. Please resend your message at a later time. If the user is able to receive mail at that time, your message will be delivered. For more information, go to <https://support.google.com/mail/?p=ReceivingRate>

421 4.7.0 [xx.xx.xx.xx xx] Gmail has detected that this message is suspicious due to the very low reputation of the sending domain. To best protect our users from spam, the message has been blocked. For more information, go to <https://support.google.com/mail/answer/188131> [ffacd0b85a97d-35dd-063be0csi6901839f8f.560](https://support.google.com/mail/answer/188131) - gsmtpt

421 4.7.28 Gmail has detected an unusual rate of unsolicited mail. To protect our users from spam, mail has been temporarily rate limited. For more information, go to <https://support.google.com/mail/?p=UnsolicitedRateLimitError> to review our Bulk Email Senders Guidelines.

421 4.7.0 [xx.xx.xx.xx xx] Gmail has detected that this message is suspicious due to the nature of the content and/or the links within. To best protect our users from spam, the message has been blocked. For more information, go to <https://support.google.com/mail/answer/188131>

421 4.7.32 Your email has been rate limited 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>.

421 4.7.26 Your email has been rate limited because it is unauthenticated. Gmail requires all senders to authenticate with either SPF or DKIM. Authentication results: DKIM = did not pass SPF [domain.com] with ip: [xx.xx.xx.xx] = did not pass For instructions on setting up authentication, go to <https://support.google.com/mail/answer/81126#authentication>

421 4.3.0 Temporary System Problem. Try again later (3). For more information, go to <https://support.google.com/a/answer/3221692>

451 4.3.0 Multiple destination domains per transaction is unsupported. Please try again. For more information, go to <https://support.google.com/a/answer/3221692> and review RFC 5321 specifications.

421 4.7.28 Gmail has detected an unusual rate of mail containing one of your URL domains. To protect our users from spam, mail with the URL has been temporarily rate limited. For more information, go to <https://support.google.com/mail/?p=UnsolicitedRateLimitError> to review our Bulk Email Senders Guidelines.

421 4.7.0 [xx.xx.xx.xx xx] Gmail has detected that this message is suspicious due to the very low reputation of the sending IP address. To protect our users from spam, mail sent from your IP address has been temporarily rate limited. For more information, go to <https://support.google.com/mail/answer/188131>

Most frequent Google SMTP Errors / Google Deferrals

451 4.7.26 Unauthenticated email from domain.com is not accepted due to domain's DMARC policy, but temporary DNS failures prevent authentication. 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>

452 4.2.2 The recipient's inbox is out of storage space. Please direct the recipient to <https://support.google.com/mail/?p=OverQuotaTemp>

450 4.2.1 The user you are trying to contact is receiving mail too quickly. Please resend your message at a later time. If the user is able to receive mail at that time, your message will be delivered. For more information, go to <https://support.google.com/mail/?p=OverReceiveLimit>

NEW

421 4.7.27 Your email has been rate limited because SPF authentication didn't pass for this message. Gmail requires all bulk email senders to authenticate with SPF. Authentication results: SPF [domain.com] with ip: [xx.xx.xx.xx] = did not pass To set up SPF for your sending domains, visit <https://support.google.com/a?p=setup-spf> To learn more about Gmail requirements for bulk senders, visit <https://support.google.com/a?p=sender-guidelines>.

Previous Code Usage: While 421 4.7. errors were previously seen in the context of unusual mail rates or suspicious content, this specific context involving SPF failures is new.

NEW

421 4.7.30 Your email has been rate limited because DKIM authentication didn't pass for this message. Gmail requires all bulk email senders to authenticate with DKIM. Authentication results: DKIM = did not pass To set up DKIM for your sending domains, visit <https://support.google.com/a?p=turn-on-dkim> To learn more about Gmail requirements for bulk senders, visit <https://support.google.com/a?p=sender-guidelines>.

Previous Code Usage: The 421 4.7. series has been used before, but this specific scenario involving DKIM failures introduces a new application of the code.

NEW

451 4.7.24 [xx.xx.xx.xx xx] The SPF record of the sending domain has one or more suspicious entries. To protect our users from spam, mail sent from your IP address has been temporarily rate limited. For instructions on setting up authentication, go to <https://support.google.com/mail/answer/81126#authentication>

Previous Code Usage: Although 451 4.7. codes have been seen before, the specific focus on suspicious SPF record entries is a new context for this deferral code.

NEW

421 4.7.28 Gmail has detected this message exceeded its quota for sending messages with the same Message-ID. To best protect our users, the message has been temporarily rejected. For more information, go to <https://support.google.com/mail/answer/188131>

Previous Code Usage: The 421 4.7.28 code was used in the context of rate limiting due to high volumes of unsolicited mail, but this new context regarding duplicate Message-ID quotas is a fresh application.

Most frequent Outlook SMTP Errors

Outlook Bounces

550 5.7.1 Unfortunately, messages from [xx.xx.xx.xx] weren't sent. Please contact your Internet service provider since part of their network is on our block list (S3150). You can also refer your provider to <http://mail.live.com/mail/troubleshooting.aspx#errors>.

550 5.5.0 Requested action not taken: mailbox unavailable (S2017062302).

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

550 5.4.1 Recipient address rejected: Access denied.

554 5.2.122 The recipient has exceeded their limit for the number of messages they can receive per hour.

554 5.6.1 Messages of type message/partial are not supported

550 5.7.1 Service unavailable, MailFrom domain is listed in Spamhaus. To request removal from this list see <https://www.spamhaus.org/query/lookup/> (S8002)

501 5.1.3 Invalid address

550 5.5.0 Requested action not taken: mailbox unavailable (S2017062302).

501 5.1.8 UTF-8 addresses not supported

552 5.3.4 Message size exceeds fixed maximum message size

554 5.2.122 The recipient has exceeded their limit for the number of messages they can receive per hour. For more information go to <http://go.microsoft.com/fwlink/?LinkId=526653>.

Outlook Deferrals

451 4.7.650 The mail server [xx.xx.xx.xx] has been temporarily rate limited due to IP reputation. For e-mail delivery information, see <https://postmaster.live.com> (S775)

451 4.7.652 The mail server [xx.xx.xx.xx] has exceeded the maximum number of connections. (S3115)

451 4.7.500 Server busy. Please try again later from [xx.xx.xx.xx]. (S77719)

451 4.3.2 Temporary server error. Please try again later ATTR17

451 4.4.28 Message failed to be replicated: System.Net.Http.HttpRequestException(session Id: xxxxxxxxxxxx)

452 4.3.1 Insufficient system resources (ProcessorTime)

451 4.7.653 The mail server [xx.xx.xx.xx] has exceeded maximum number of messages per connection. (S3116)

451 4.4.3 Temporary server error. Please try again later ATTR18

421 4.3.2 Connection will be dropped due to previous errors on this session. Please address previous errors and try again.

421 4.3.2 The maximum number of concurrent server connections has exceeded a limit, closing transmission channel

Most frequent Yahoo SMTP Errors

Yahoo Bounces

554 Message not allowed - [PH01] Email not accepted for policy reasons. Please visit <https://senders.yahooinc.com/error-codes>

552 1 Requested mail action aborted, mailbox not found

554 30 Sorry, your message to xxxxxxx@yahoo.com cannot be delivered. This mailbox is disabled (554.30).

554 Message permanently deferred due to unresolvable From header domain domain.com. See <https://senders.yahooinc.com/error-codes#invalid-from>

554 5.7.9 Message not accepted for policy reasons. See <https://senders.yahooinc.com/error-codes>

554 Message not accepted due to failed RFC compliance. Too many List-Unsubscribe headers. See <https://senders.yahooinc.com/smtp-error-codes#rfc-compliance-failures>

554 Message permanently deferred due to unresolvable RFC.5321 from domain. See <https://senders.yahooinc.com/error-codes#unresolvable-from-domain>

554 Message permanently deferred due to unresolvable From header domain domain.com. See <https://senders.yahooinc.com/error-codes#invalid-from>

554 Message not allowed - [299]

501 Syntax error in parameters or arguments tnpmscs

550 5.7.9 This mail has been blocked because the sender is unauthenticated. Yahoo requires all senders to authenticate with either SPF or DKIM. Authentication results: DKIM = FAILURE - SPF domain.com with ip xx.xx.xx.xx = FAILURE. See <https://senders.yahooinc.com/smtp-error-codes/#authentication-failures> for more information.

554 Message not accepted due to failed RFC compliance. From header address is empty. See <https://senders.yahooinc.com/smtp-error-codes#rfc-compliance-failures>

552 message size exceeds maximum size tnpmscs

554 Message not accepted. Date is too far in the past or future. See <https://senders.yahooinc.com/smtp-error-codes#other-failures>

554 Message not accepted due to failed RFC compliance. Too many From headers. See <https://senders.yahooinc.com/smtp-error-codes#rfc-compliance-failures>

552 1 Requested mail xxxx aborted, mailbox not found

Yahoo Deferrals

421 4.7.0 [TSS04] Messages from xx.xx.xx.xx temporarily deferred due to unexpected volume or user complaints - 4.16.55.1; see <https://postmaster.yahooinc.com/error-codes>

421 Service not available, closing transmission channel tnpmscs

450 User is receiving mail too quickly tnpmscs

451 Message temporarily deferred due to unresolvable From header domain domain.com. See <https://senders.yahooinc.com/error-codes#invalid-from>

421 [IPTS04] Messages from xx.xx.xx.xx temporarily deferred due to unexpected volume or user complaints - 4.16.55.1; see <https://senders.yahooinc.com/error-codes>

421 Max message per connection reached, closing transmission channel tnpmscs

451 Message temporarily deferred due to unresolvable RFC.5321 from domain. See <https://senders.yahooinc.com/error-codes#unresolvable-from-domain>

451 atlas-production.v2-mail-prod1-bf1.omega.yahoo.com Resources temporarily unavailable. Please try again later.

Most frequent Office365 SMTP Errors

Office365 Bounces

550 5.4.1 Recipient address rejected: Access denied.

554 5.2.122 The recipient has exceeded their limit for the number of messages they can receive per hour. For more information go to <http://go.microsoft.com/fwlink/?LinkId=526653>.

550 5.7.51 TenantInboundAttribution; There is a partner connector configured that matched the message's recipient domain. The connector had either the RestrictDomainsToIPAddresses or RestrictDomainsToCertificate set

554 5.2.121 The sender has exceeded the limit for the number of messages they can send to this recipient per hour. For more information go to <http://go.microsoft.com/fwlink/?LinkId=526653>.

550 5.7.1 Service unavailable, Client host [xx.xx.xx.xx] blocked using Customer Block list AS(1420)

550 5.7.64 TenantAttribution; Relay Access Denied

554 5.6.1 Messages of type message/partial are not supported

554 5.6.0 Invalid message content due to an agent exception. IMC51

550 5.7.64 TenantAttribution; Relay Access Denied

550 5.5.0 Requested action not taken: mailbox unavailable (S2017062302).

550 5.7.705 Access denied, tenant has exceeded threshold. For more information please go to <http://go.microsoft.com/fwlink/?LinkId=526653> AS(XXXXX)

554 5.4.14 Hop count exceeded - possible mail loop ATTR34

550 5.4.1 Recipient address rejected: Access denied.

550 5.7.1 Service unavailable, Client host [xx.xx.xx.xx] blocked using Spamhaus. To request removal from this list see <https://www.spamhaus.org/query/ip/xx.xx.xx.xx>

554 5.6.211 Invalid MIME Content: Single text value size (XXXXX) exceeded allowed maximum (32768) for the 'Subject' header.

501 5.1.3 Invalid address

451 4.3.2 Temporary server error. Please try again later ATTR2

530 5.7.57 Client not authenticated to send mail.

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

554 5.6.211 Invalid MIME Content: Number of MimePart objects (1001) exceeded allowed maximum (1000).

550 5.7.606 Access denied, banned sending IP [xx.xx.xx.xx]. To request removal from this list please visit <https://sender.office.com/> and follow the directions. For more information please go to <http://go.microsoft.com/fwlink/?LinkId=526655> AS(1427)

Office365 Deferrals

451 4.4.4 Mail received as unauthenticated, incoming to a recipient domain configured in a hosted tenant which has no mail-enabled subscriptions. ATTR5

451 4.7.500 Server busy. Please try again later from [xx.xx.xx.xx]. (S77714)

452 4.5.3 Recipients belong to multiple tenants

451 4.3.2 Temporary server error. Please try again later ATTR2

451 4.7.650 The mail server [xx.xx.xx.xx] has been temporarily rate limited due to IP reputation. For e-mail delivery information, see <https://postmaster.live.com> (S775)

451 4.4.62 Mail sent to the wrong Office 365 region. ATTR35. For more information please go to <https://go.microsoft.com/fwlink/?linkid=865268>

451 4.7.500 Access denied, please try again later. For more information please go to <http://go.microsoft.com/fwlink/?LinkId=526653>. (AS2162)

421 4.3.2 The maximum number of concurrent connections per resource forest has exceeded a limit, closing transmission channel. pod51158ehf.outlook.com. PRX8

421 4.3.2 Connection will be dropped due to previous errors on this session. Please address previous errors and try again.

451 4.4.3 Temporary server error. Please try again later ATTR2

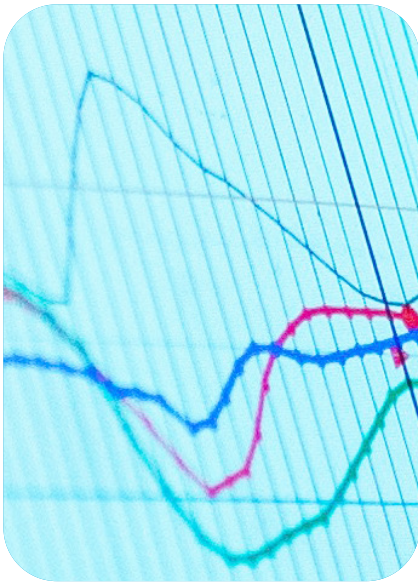
421 4.3.2 The maximum number of concurrent server connections has exceeded a limit, closing transmission channel

452 4.3.1 Insufficient system resources (ProcessorTime)

451 4.7.0 Temporary server error. Please try again later. PRX9 RemoteHost: CWLP265MB5185. ErrorCode 10054

451 4.7.652 The mail server [xx.xx.xx.xx] has exceeded the maximum number of connections. (S3115)

451 4.4.22 Message failed to be replicated: no healthy peers found



6

Insights you don't want to miss

1. Overall Delivery Performance

Most Email Service Providers (ESPs) continue to perform exceptionally well
With delivery rates consistently exceeding 95%.

2. Persistent Challenge Area - Bounce Rates

Mimecast remains a significant outlier with the highest bounce rate at 4.41%, unchanged from the previous report.

3. Deferred Rate Concerns

Deferred rates remain a critical area of concern, particularly for Mimecast, which has a deferred rate of 10.39%. Although this is an improvement from the previous report, where the deferred rate was 29.71%, it still suggests issues with server responsiveness or mail server delays.

4: Average Delivery Time

There is notable variability in average delivery times across providers. Seznam.cz continues to excel with an average delivery time of just 33 seconds. However, some providers, such as Comcast and Orange, exhibit significantly longer times of over 15 minutes and 20 minutes, respectively, indicating frequent throttlings or potential inefficiencies in their infrastructure.

5: Introduction of New SMTP Errors

The report identifies new SMTP error codes, including 552 5.7.0 (content presents a potential security issue) and 552 5.3.4 (header size exceeds limits). These new codes reflect Gmail's stricter enforcement of RFCs recommendations.

6: Expanded Deferral Contexts at Google

New contexts for existing deferral codes have emerged, such as 421 4.7.27 (rate limiting due to failed SPF authentication) and 421 4.7.30 (rate limiting due to failed DKIM authentication). These updates highlight the importance of proper email authentication setup to prevent deferrals and improve overall delivery success.

➔ **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.

