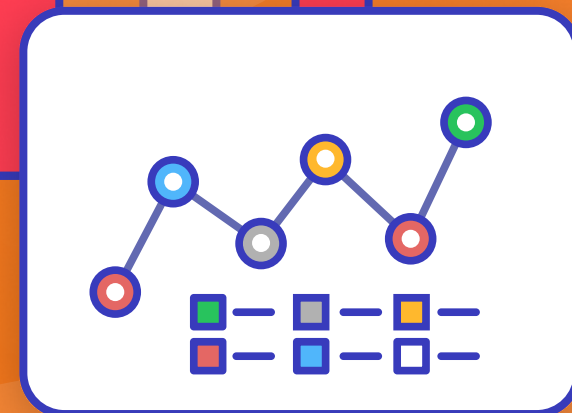




EMAIL DELIVERABILITY STATISTICS Q3 2025

Email Volume Still Matters

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Introduction

Our updated PDF report presents the latest statistics on the average email delivery rates collected by GlockApps during Quarter 3, 2025.

What's inside:

- Email delivery rates per Email Service Providers (ESPs);
- Email delivery rates per Inbox Providers;
- Email delivery rates per monthly volume.

Note: the average email delivery rates are calculated based on the messages placed in Inbox or Spam. Undelivered messages are not taken into account.

Key Findings

- The top 5 email service providers that demonstrated high Inbox placement rates are Protonmail (78%), Gosecure (72%), Amazon SES (58%), Outlook (55%), and Hubspot (54%).
- The top 5 inbox providers with the highest Inbox placements rates are Amazon Workmail (80%), GMX (75%), Zoho (63%), Office365 (60%), and Att.net (53%).
- Senders with 1 - 10k emails per month had the highest average Inbox placement rate (62%); senders with 1,000k+ emails per month had the lowest average Inbox placement rate (34%).
- Senders with 10 - 50k emails per month had the highest average Spam placement rate (32%).

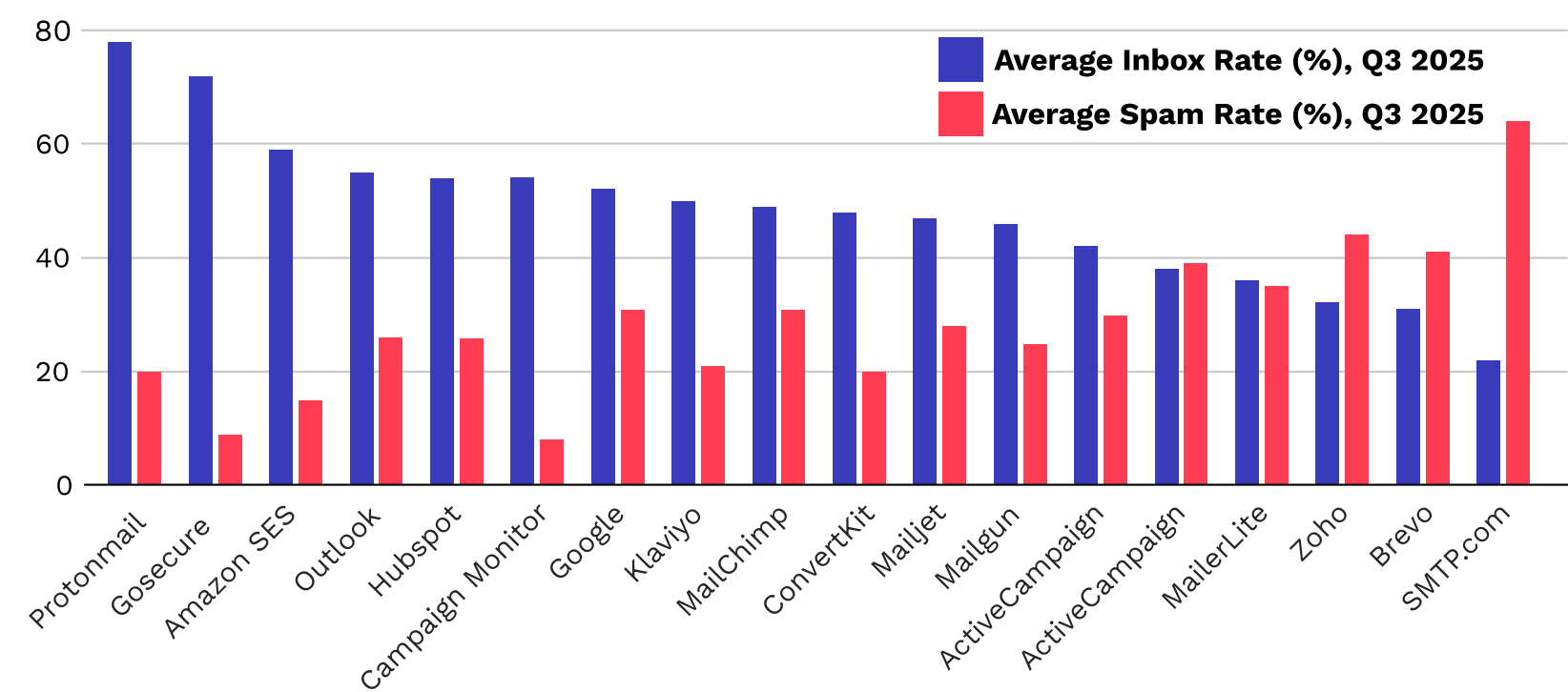
Check out detailed statistics below



Email Deliverability Statistics Q3 2025:

Average Delivery Rates per Popular ESPs

Below are the average Inbox and Spam placement rates for the most popular email service providers (ESPs) used by GlockApps clients in Q3 2025:



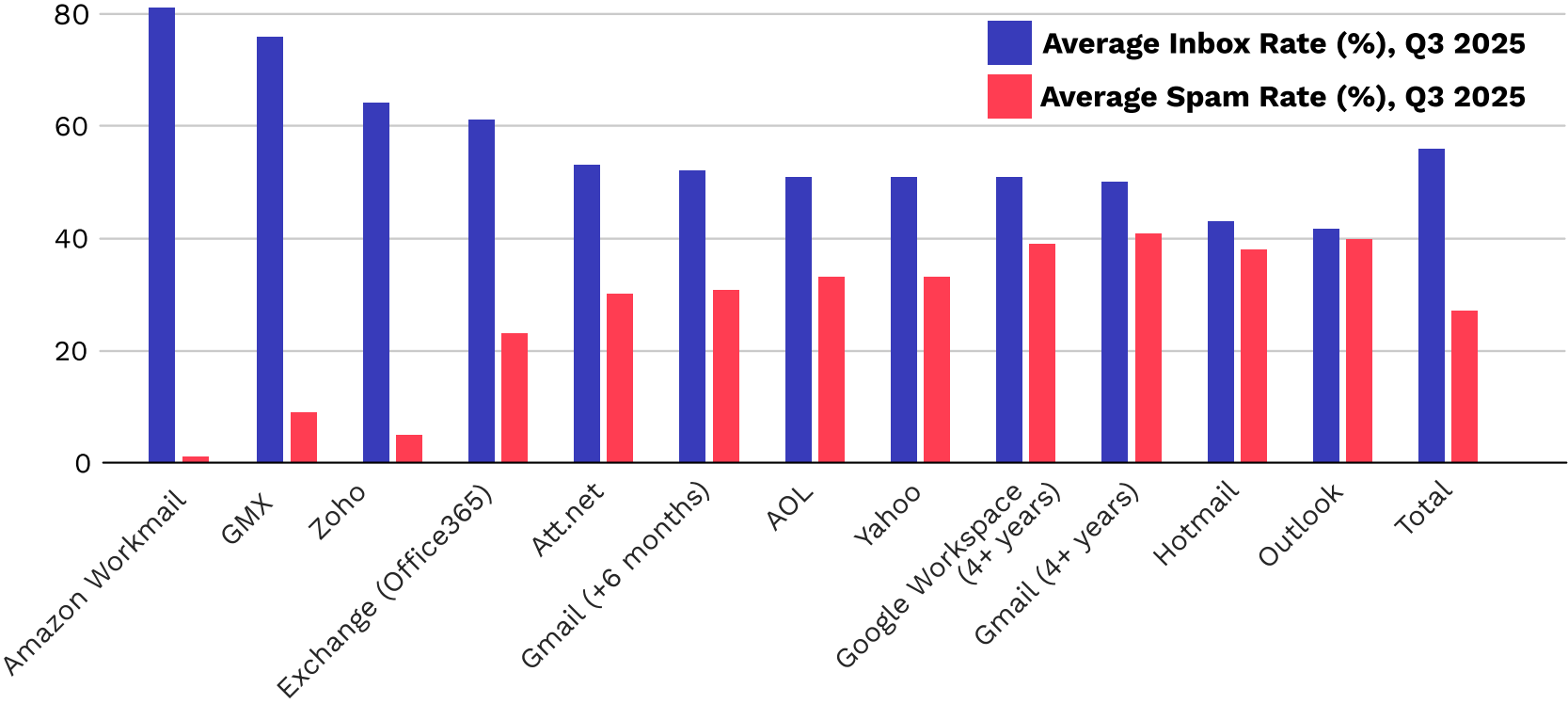
Email Statistics Q3 2025: Average Delivery Rates per Popular ESPs

ESP	Average Inbox Rate (%), Q3 2025	Average Spam Rate (%), Q3 2025
Protonmail	78,34	19,55
Gosecure	72,24	9,15
Amazon SES	58,65	15,47
Outlook	55,17	26,12
Hubspot	54,17	25,90
Campaign Monitor	54,09	7,91
Google	51,78	31,56
Klaviyo	50,05	21,41
MailChimp	48,67	30,86
ConvertKit	48,18	19,69
Mailjet	47,16	28,06
Mailgun	46,26	25,52
ActiveCampaign	42,13	29,65
SendGrid	37,79	38,98
MailerLite	36,52	35,32
Zoho	32,30	43,87
Brevo	31,11	40,56
SMTP.com	22,38	64,01

Email Deliverability Statistics Q3 2025:

Average Email Delivery Rates per Inbox Providers

Next, we share the average Inbox and Spam placement rates across various inbox providers that are included in the test list in GlockApps.



GlockApps Email Statistics Q3 2025: Average Delivery Rates per Inbox Providers

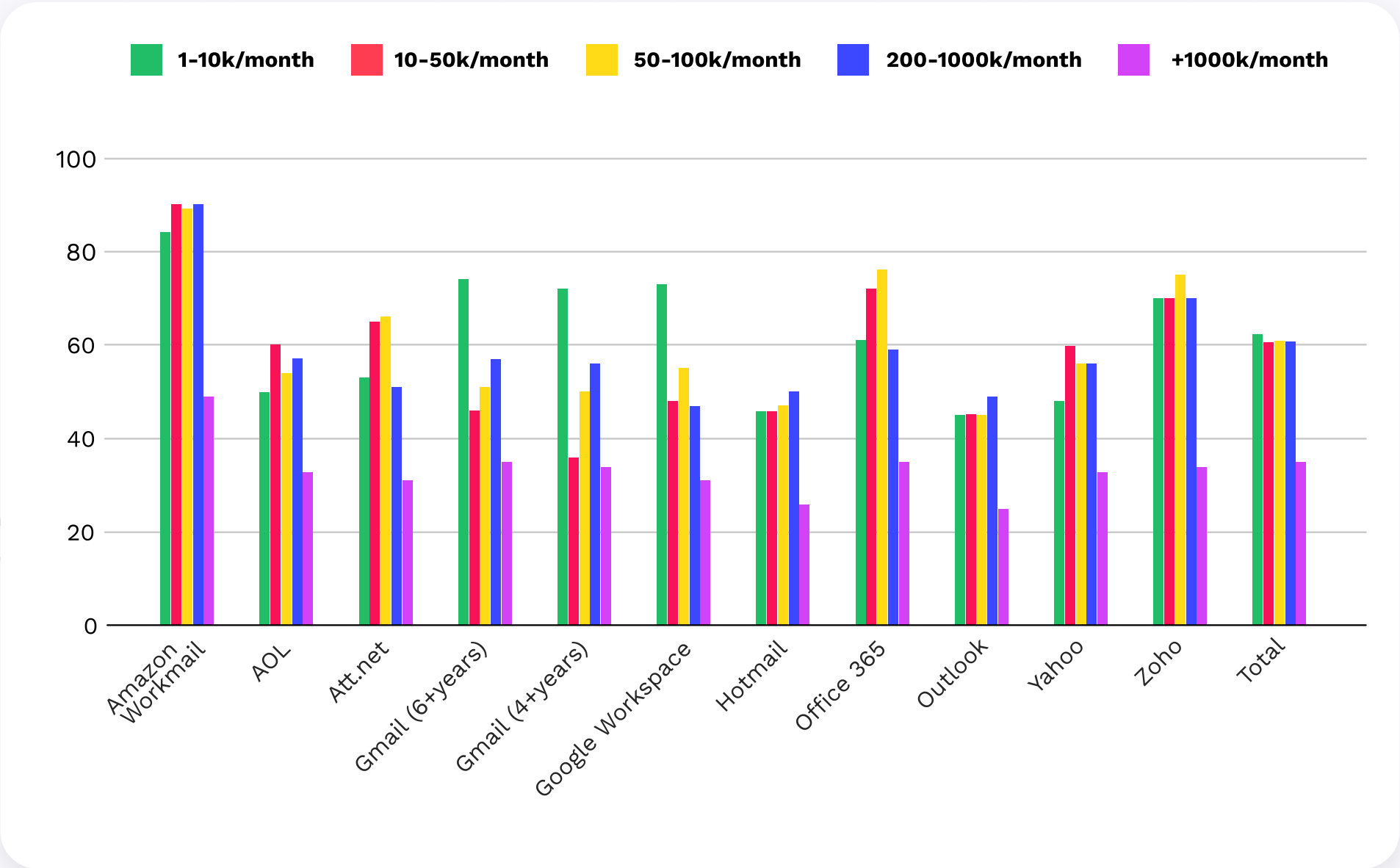
Mailbox Provider	Average Inbox Rate (%), Q3 2025	Average Spam Rate (%), Q3 2025
Amazon Workmail	80,57	0,85
GMX	75,67	9,24
Zoho	63,72	5,06
Exchange (Office365)	60,60	22,99
Att.net	53,36	30,18
Gmail (+6 months)	52,56	31,55
AOL	50,83	32,82
Yahoo	50,78	33,00
Google Workspace (4+ years)	50,74	39,51
Gmail (4+ years)	49,57	41,58
Hotmail	43,23	38,11
Outlook	41,84	39,90
Total	56,12	27,06

Email Deliverability Statistics Q3 2025:

Average Delivery Rates per Monthly Volume

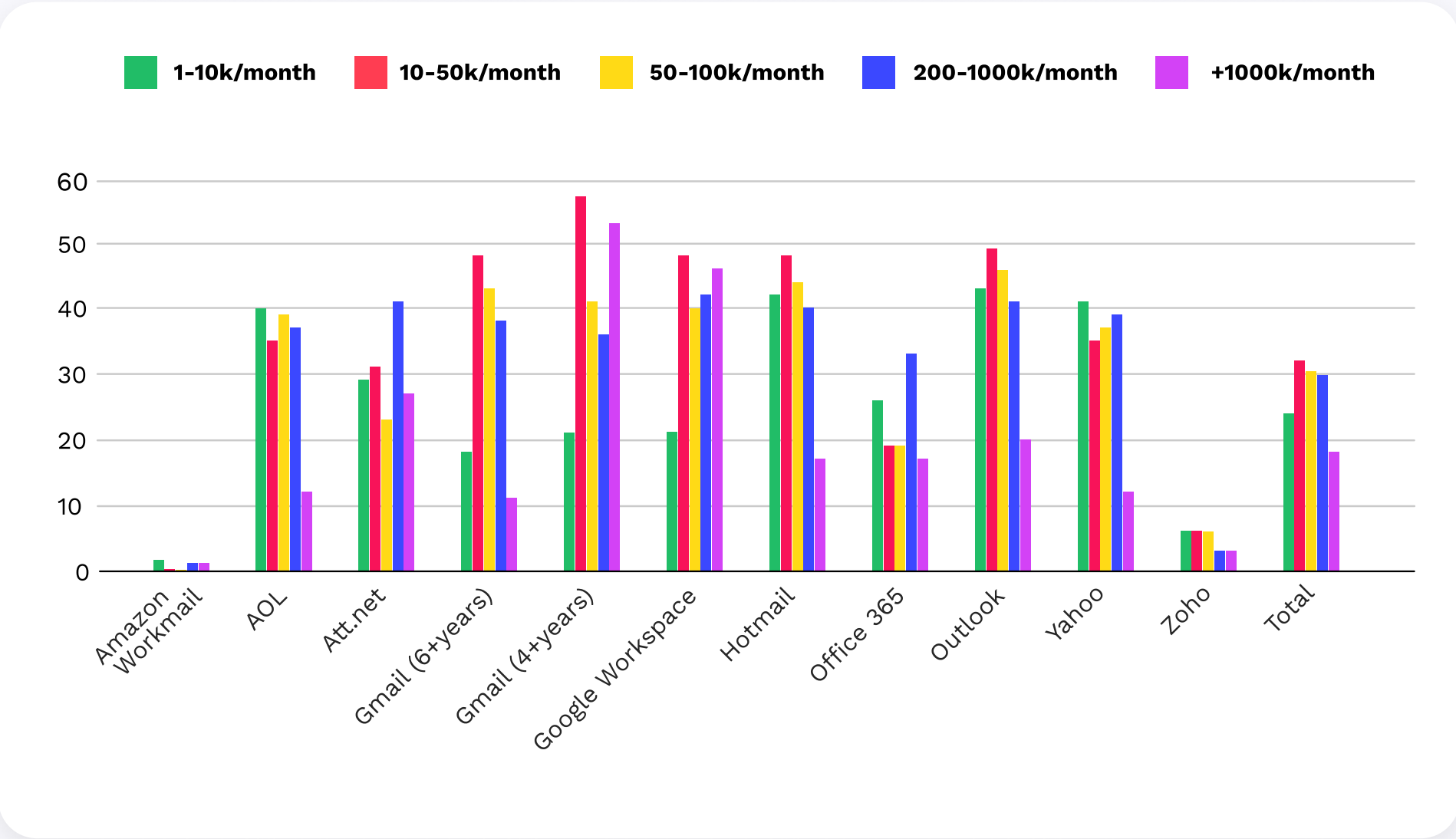
Finally, we present the statistics on the average Inbox and Spam placement rates across senders with varying email volume per month.

Average Inbox Placement Rates per Email Volume: Q3 2025



Emails per month / Average Inbox Rate (%), Q3 2025					
Inbox Provider	1-10k	10-50k	50-100k	200-1000k	1000k+ /
Amazon Workmail	83,86	90,45	89,14	90,19	49,22
AOL	50,09	59,73	54,14	57,58	32,62
Att.net	53,37	64,63	66,50	51,35	30,96
Gmail (6+years)	74,02	45,68	50,95	57,33	34,82
Gmail (4+years)	71,63	35,99	49,81	56,26	34,17
Google Workspace	72,72	48,04	55,42	46,77	30,77
Hotmail	46,31	45,94	47,52	50,31	26,07
Office 365	60,66	72,21	75,76	59,44	34,97
Outlook	44,70	44,93	45,43	49,26	24,89
Yahoo	48,33	59,99	56,35	56,36	32,89
Zoho	70,02	69,98	74,64	70,36	33,62
Total	62,97	60,56	61,27	60,84	34,98

Average Spam Placement Rates per Email Volume: Q3 2025

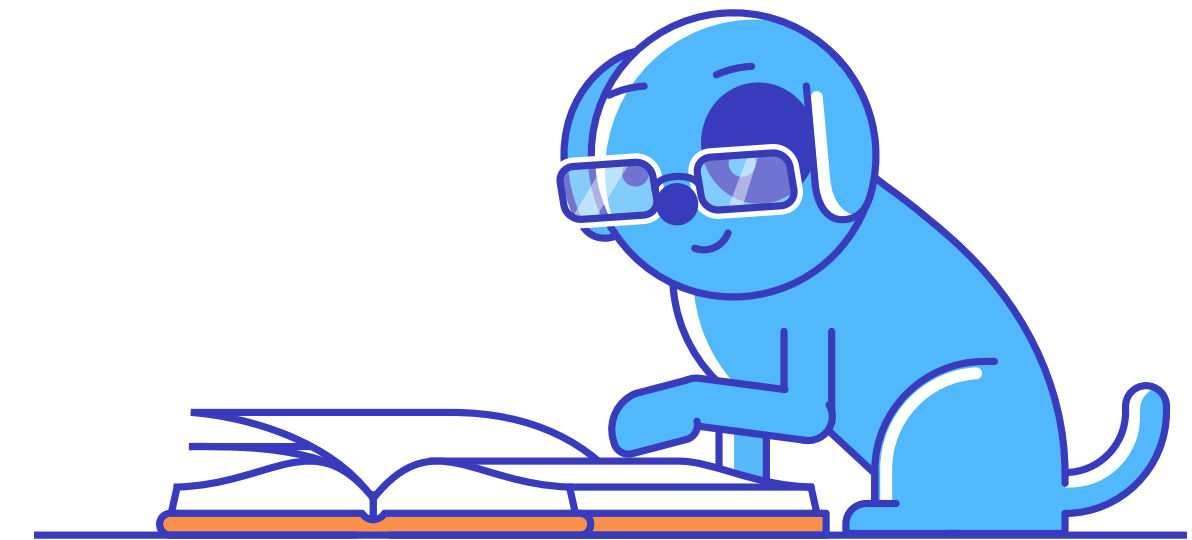


Emails per month / Average Spam Rate (%) - Q3 2025					
Inbox Provider	1-10k	10-50k	50-100k	200-1000k	1000k+/
Amazon Workmail	1,49	0,30	0,25	1,30	0,94
AOL	39,76	34,99	39,57	37,59	12,21
Att.net	28,92	31,35	23,03	40,94	26,69
Gmail (6+years)	17,77	48,49	42,81	37,76	10,95
Gmail (4+years)	21,12	56,63	40,86	36,11	53,22
Google Workspace	21,58	48,30	40,06	41,65	46,00
Hotmail	41,70	47,81	43,64	39,95	17,47
Office 365	26,52	19,30	19,00	33,44	16,73
Outlook	42,97	49,31	45,73	41,33	20,20
Yahoo	41,27	35,07	37,36	39,24	12,07
Zoho	6,38	6,00	6,12	3,30	3,52
Total	24,63	32,02	30,23	29,88	18,57

Conclusion

The email landscape is always changing as far as inbox providers are adapting their filters in an attempt to block modern spam and phishing emails. In this scenario, legitimate messages may be subject to filtering if they have any signs of spam or don't comply with the latest requirements.

With the help of email testing tools like GlockApps, you can get the whole picture of your current sender reputation, authentication, and email placement. Detailed reports will instantly show issues with a domain configuration, IP reputation, and email template providing actionable tips on how to fix them.

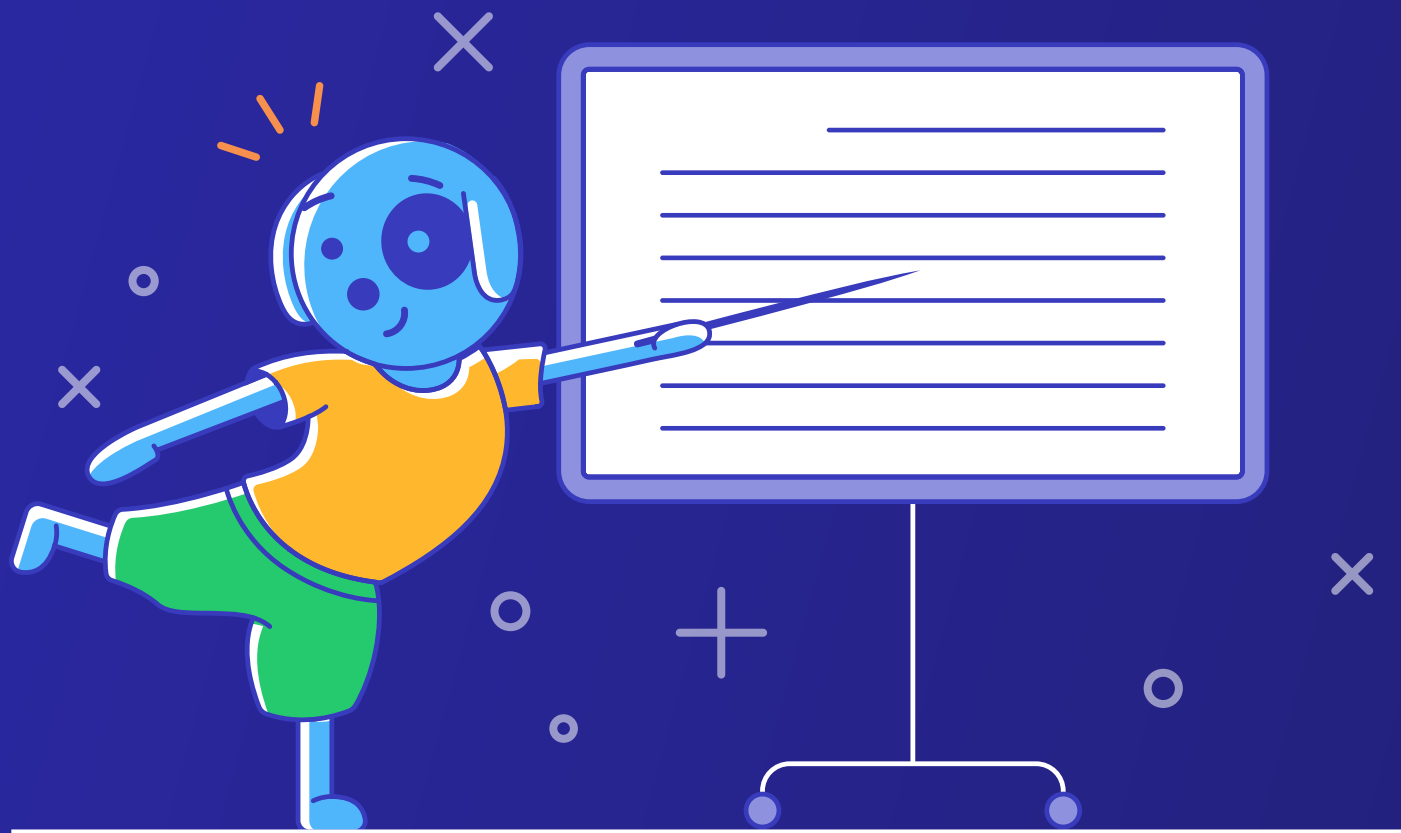


[Test Your Deliverability Now](#)

Enjoyed our report? Share with your network!



About Us



Who we are

GlockApps is a trusted email deliverability testing and spam filtering platform that assists users in improving the delivery of their emails and safeguarding their email servers against spam. Trusted by businesses of all sizes, it serves email marketers, spam fighters, and IT professionals by ensuring emails reach their intended recipients.

Company background

GlockApps doing business as G-Lock Software is a privately held company working in different programming environments. Our email marketing solutions were born out of the need to diagnose email deliverability problems that so many people struggle with. We created our tools to make it easy for every marketer to test and monitor their email placement over time and know what to do to fix problems before the emails are sent out to subscribers.

Our team has over 15 years of experience in developing email marketing solutions and has used that knowledge and experience to create tools that are essential for any business.

Our Services



Inbox Insight

A comprehensive spam testing solution for your email deliverability. Gain detailed insights into your email placement within recipients' inboxes and resolve issues efficiently. Real-time placement data and actionable recommendations to optimize your email performance across top providers.

Track your IP and domain analytics, and monitor your Sender Score and Blocklists records. Analyze your content, and control email compatibility across different email clients and devices with HTML Checker. Simplify your email seed list management with our Proxy tests and boost your cold email campaigns by setting up regular Automatic tests.



DMARC Analyzer

Protect your brand from phishing and spoofing. Detect suspicious activity instantly, eradicate dubious emails lacking authentication technologies, and prevent any messages that could compromise your domain and brand safety.

Receive user-friendly analytics and weekly reports on your domain's history, and enjoy free system uptime monitors for SPF, DKIM, and DMARC. Customize smart notifications to suit your preferences and enjoy unlimited domain and group additions with no restrictions.



Uptime Monitor

Ensure your email authentication records remain healthy. Keep tabs on SPF, DKIM, and DMARC records' health, receiving instant notifications of any changes. Maintain control over your website's availability, preventing long timeouts that could impact customer experience.

Stay informed with notifications if your IP gets blacklisted, address issues promptly and safeguard your IP reputation.



Email Deliverability Consulting

Our established experts provide answers to all your email deliverability questions and recommend a personalized and unique campaign strategy to help you reach the inbox and stop appearing in spam.

Free Tools

Spam Checker

Test your email deliverability and inbox placement with our free spam checker. Analyze placement in Gmail, Yahoo, AOL, and Outlook, check DNS records like DKIM and DMARC, and receive a spam score. Run up to 3 free daily tests to optimize your email campaigns.

Domain Checker

Ensure your domain is protected and identify unauthorized usage. Check your domain's security to prevent delivery and spam issues while safeguarding your brand from spoofing attacks.

SPF Checker

Verify and authenticate your email with our free SPF Checker. Quickly diagnose and validate SPF records to ensure your emails are legitimate and not spoofed.

DMARC Checker

Protect your domain from spoofing and phishing attacks with our free DMARC Checker. Instantly verify the status of your DMARC records and improve your email deliverability.

DKIM Checker

Validate your domain's DKIM record with our free DKIM Checker. Ensure your emails are authenticated and address any implementation issues to strengthen domain security and email authentication.

MX Checker

Verify the configuration of your mail exchange (MX) records with our free MX Checker. Get immediate insights into your mail server setup to ensure proper and efficient email routing.

TXT Checker

Use our TXT Checker to query DNS servers and retrieve TXT records associated with your domain. This tool helps prevent email spam and verifies domain ownership.

BIMI Checker

Check and validate your domain's BIMI setup with our free BIMI Checker. Ensure your brand logo is correctly implemented, meets all requirements, and displays properly across devices.

Gappie Bot

Keep your email campaigns on track with Gappie Bot. Add it to Telegram or Slack for instant reports on your email domain's performance and security. Ensure your emails consistently land in customers' inboxes.

Test Your Deliverability Now



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