

EMAIL DELIVERABILITY STATISTICS Q2 2025

Which Providers Made the Top 3?

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Introduction

In this PDF report, we share the updated statistics on the average email delivery rates collected from the tests made by GlockApps clients during the quarter 2 of 2025.

What's inside:

- Email delivery rates per Email Service Providers (ESPs);
- Email delivery rates per Mailbox Providers;
- Inbox and Spam placement rates per monthly volume.

It is to note that our analysis counts the messages delivered in Inbox and Spam. Undelivered messages (unsent, blocked or rejected) are omitted.

Key Findings

The analysis of the tests made in GlockApps during Q2 2025 revealed these numbers:

- The top three email services with the highest Inbox placement rates are Protonmail (79%), Amazon SES (58%), and CampaignMonitor (57%).
- The top three inbox providers with highest Inbox placements rates are Amazon Workmail (82%), GMX (75%), and Google Workspace (4+ years) (59%).
- Senders with a monthly volume of 200k - 1,000k had the highest average Inbox placement rate (67%).
- Senders with a monthly volume of more than 1,000k emails had the lowest average Inbox placement rate (26%).

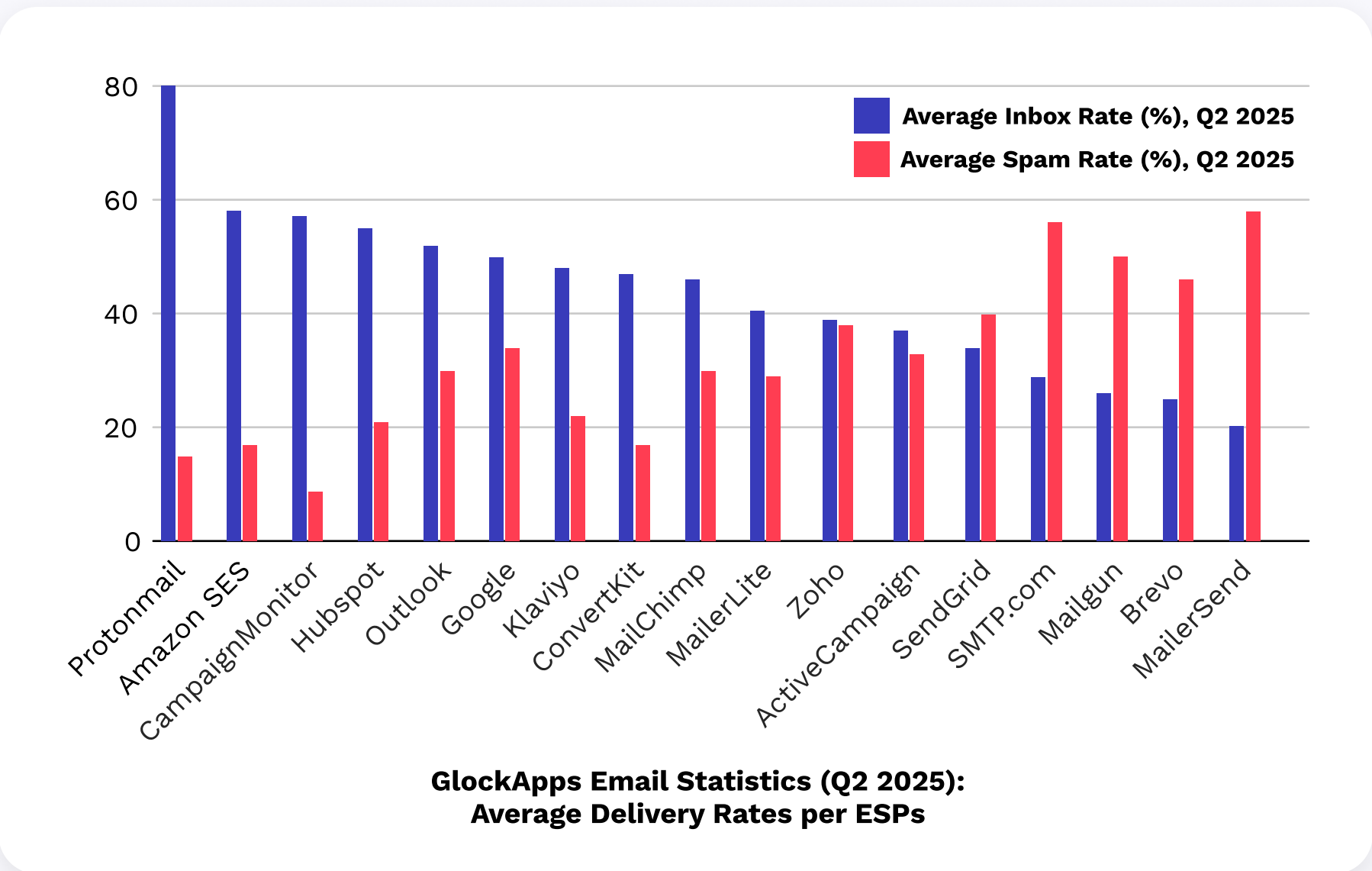
Check out detailed statistics below



Email Deliverability Statistics Q2 2025:

Delivery Rates per Email Service Providers (ESPs)

We begin with the average email delivery rates for the most popular email service providers used by GlockApps clients for email communications in Q2 2025.

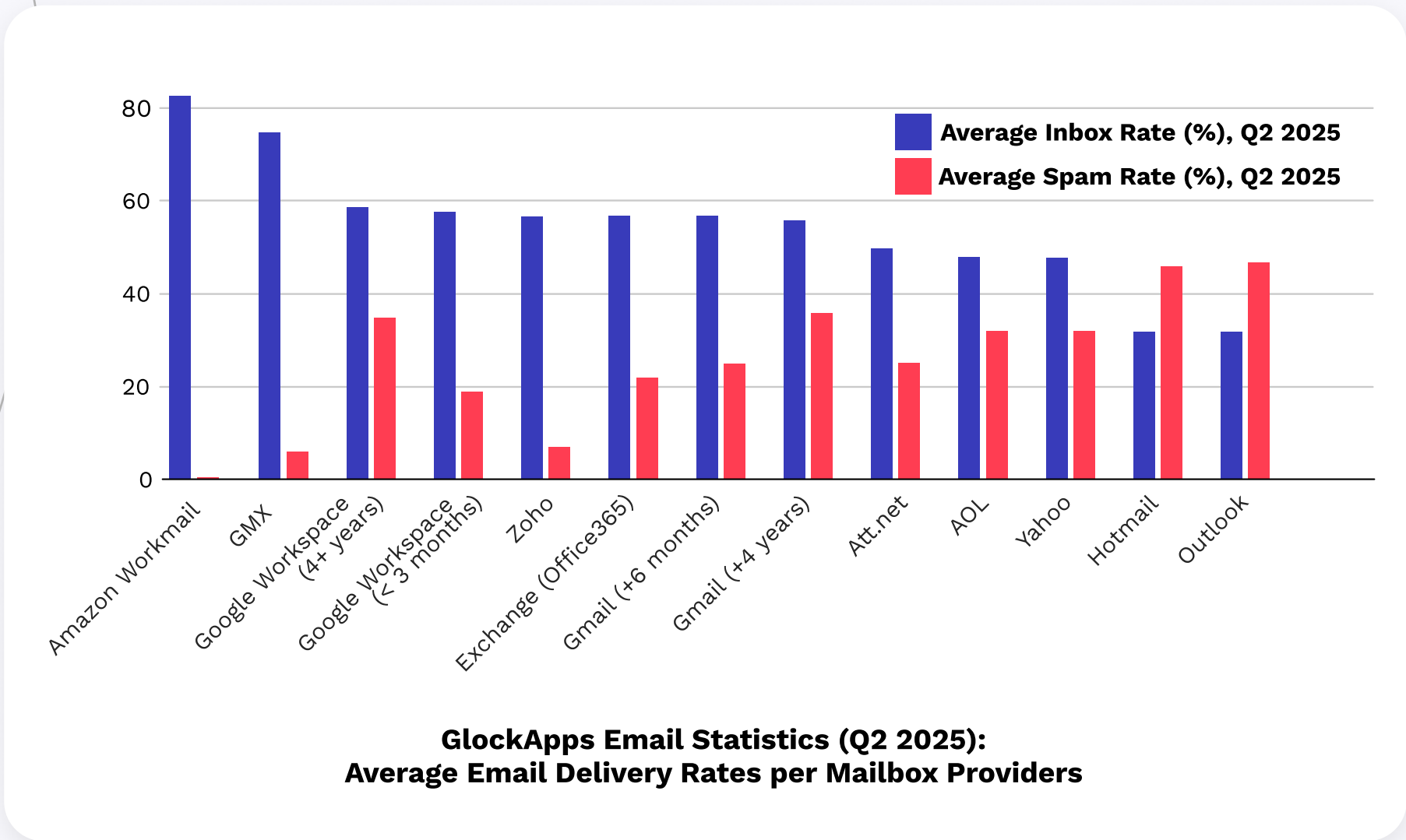


ESP	Average Inbox Rate (%), Q2 2025	Average Spam Rate (%), Q2 2025
Protonmail	79,96	14,89
Amazon SES	58,16	17,25
CampaignMonitor	57,40	9,56
Hubspot	55,00	21,46
Outlook	52,07	29,70
Google	49,97	34,44
Klaviyo	47,83	22,12
ConvertKit	47,49	17,46
MailChimp	46,63	29,97
MailerLite	40,41	28,64
Zoho	38,78	37,87
ActiveCampaign	37,07	32,87
SendGrid	33,82	39,72
SMTP.com	29,05	56,06
Mailgun	25,63	49,75
Brevo	24,68	45,88
MailerSend	20,54	58,30
Total	43,79	32,11

Email Deliverability Statistics Q2 2025:

Average Email Delivery Rates per Mailbox Providers

Next, we present the average rates for Inbox and Spam placements across various mailbox providers that make part of the test list in GlockApps.

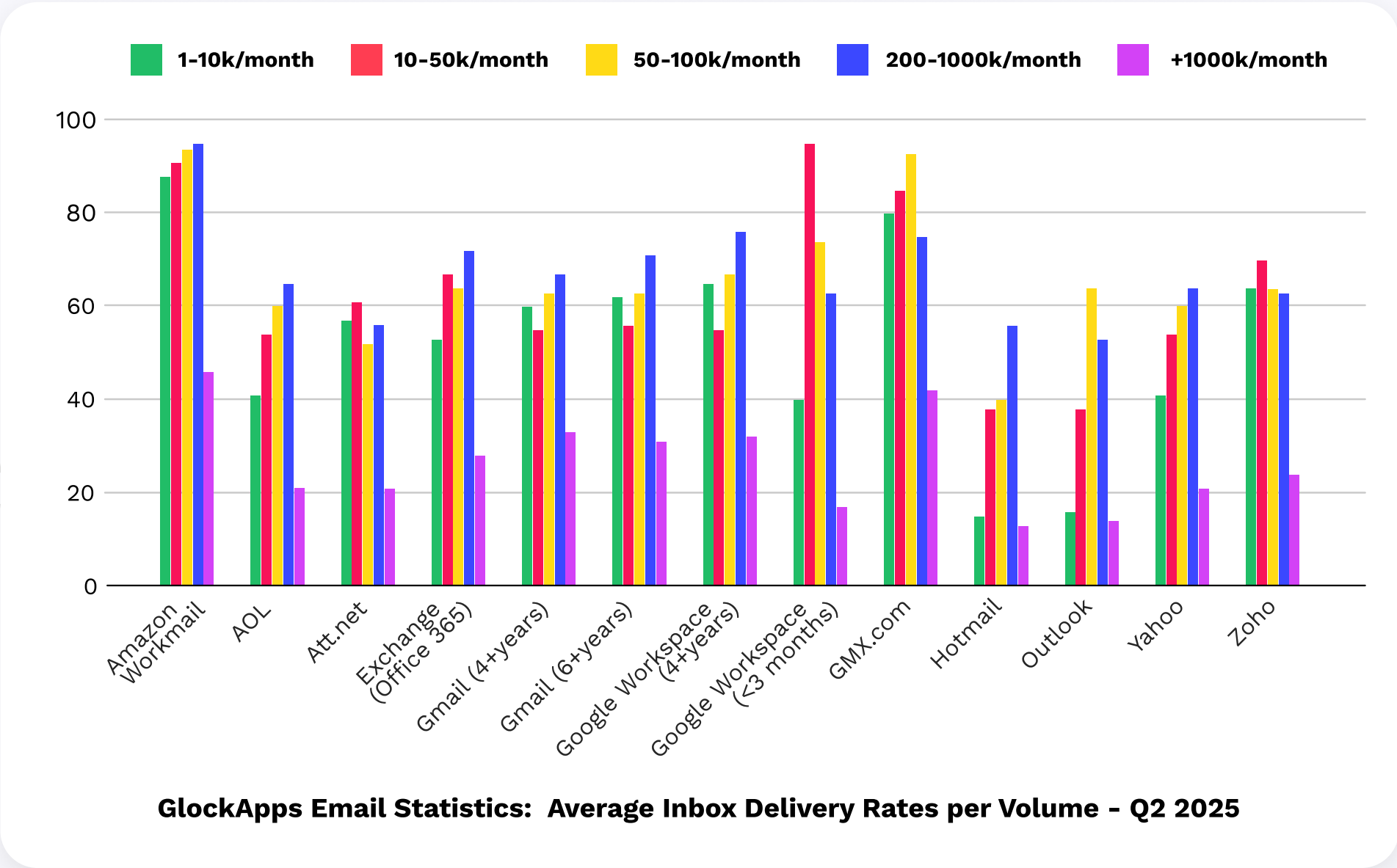


Mailbox Provider	Average Inbox Rate (%), Q2 2025	Average Spam Rate (%), Q2 2025
Amazon Workmail	82,92	0,55
GMX	75,11	5,83
Google Workspace (4+ years)	59,19	34,88
Google Workspace(< 3 months)	58,01	18,98
Zoho	57,01	6,60
Exchange (Office365)	56,83	22,06
Gmail (+6 months)	56,80	24,91
Gmail (+4 years)	55,75	36,59
Att.net	49,61	25,24
AOL	48,30	31,78
Yahoo	47,93	31,94
Hotmail	32,43	45,70
Outlook	31,75	47,31
Total	54,74	25,56

Email Deliverability Statistics Q2 2025:

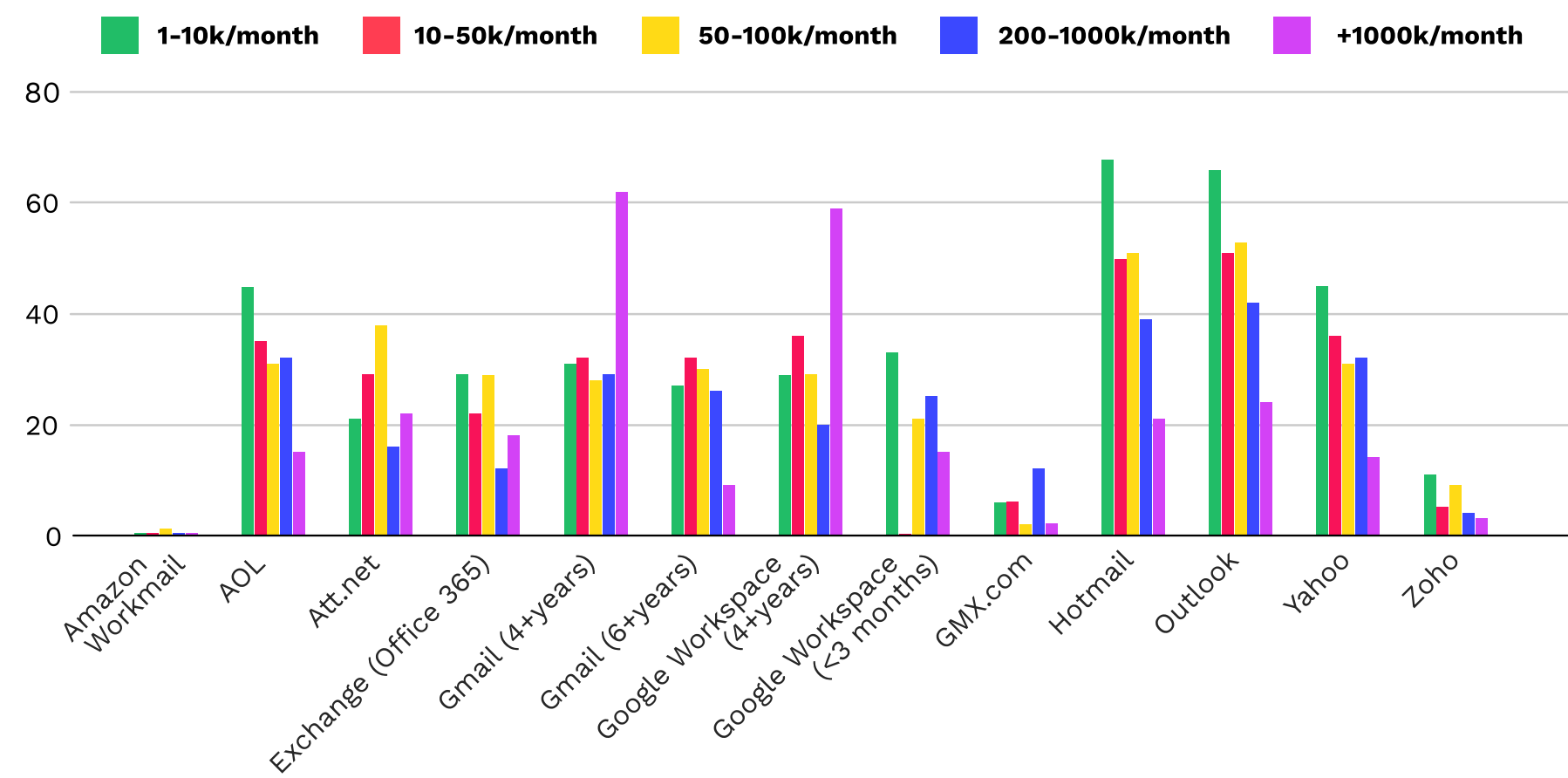
Average Email Delivery Rates per Monthly Volume

Finally, we demonstrate the average Inbox delivery and Spam delivery rates across the monitored mailbox providers for senders with varying monthly email volume.



Inbox Average (%) - Q2 2025					
ISP	1-10k/month	10-50k/month	50-100k/month	200-1000k/month	1000k+/month
Amazon Workmail	88,48	91,09	93,81	95,12	46,10
AOL	40,90	54,42	60,10	64,90	21,16
Att.net	56,72	61,28	52,55	56,14	21,36
Exchange (Office 365)	52,78	67,46	63,97	72,32	27,61
Gmail (4+years)	59,98	55,27	63,53	67,15	32,80
Gmail (6+years)	62,42	55,71	63,49	70,88	31,50
Google Workspace (4+years)	64,71	55,41	66,94	76,35	32,54
Google Workspace (<3 months)	40,00	95,45	73,81	63,33	17,47
GMX.com	79,85	85,06	92,88	75,28	42,46
Hotmail	14,72	38,42	39,96	56,26	12,77
Outlook	15,62	37,74	38,27	53,04	14,09
Yahoo	40,64	53,80	60,21	64,34	20,64
Zoho	64,21	69,66	63,82	62,77	24,59
Total	52,38	63,13	64,10	67,52	26,54

Average Spam Placement Rates per Volume: Q2 2025

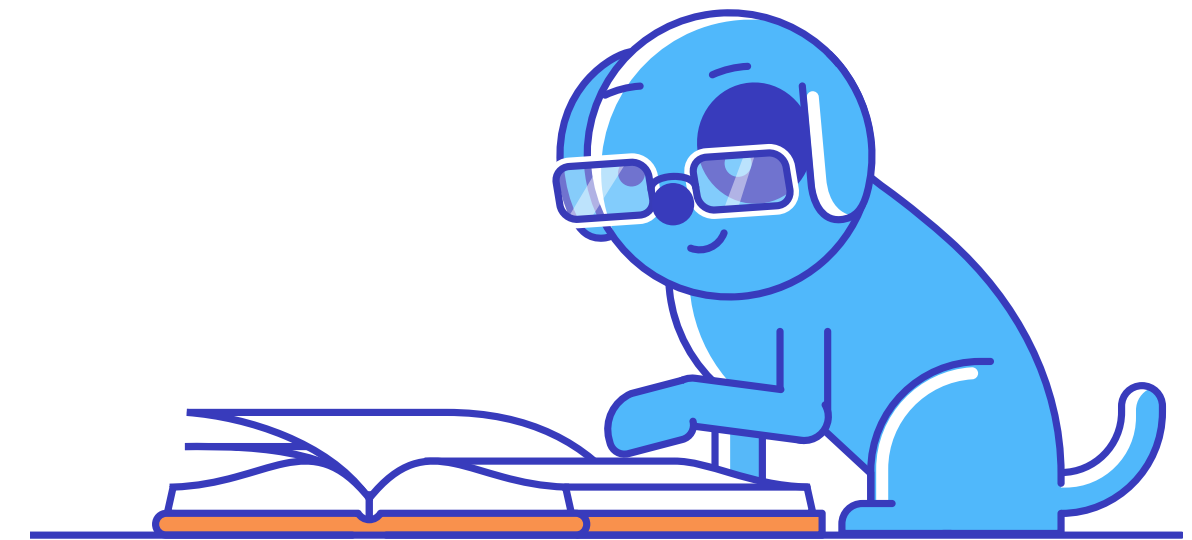


GlockApps Email Statistics: Average Spam Placement Rates per Volume - Q2 2025

Spam Average (%) - Q2 2025					
ISP	1-10k/month	10-50k/month	50-100k/month	200-1000k/month	1000k+/month
Amazon Workmail	0,37	0,23	0,47	1,08	0,61
AOL	45,45	35,39	31,33	32,06	14,68
Att.net	21,51	29,16	37,77	15,99	21,81
Exchange (Office 365)	29,02	22,56	28,80	11,64	18,28
Gmail (4+years)	31,24	31,71	28,22	29,22	62,57
Gmail (6+years)	26,94	32,55	29,87	25,81	9,40
Google Workspace (4+years)	29,36	36,58	28,65	20,56	59,29
Google Workspace (<3 months)	33,33	0,00	21,43	24,67	15,49
GMX.com	6,35	5,89	2,45	11,95	2,53
Hotmail	68,33	49,70	51,07	38,80	20,61
Outlook	66,25	51,26	52,88	42,10	24,08
Yahoo	45,23	36,37	31,41	32,46	14,24
Zoho	10,95	4,90	9,03	4,59	3,53
Total	31,87	25,86	27,18	22,37	20,54

Conclusion

Sender reputation monitoring and email deliverability testing are a must-have for senders regardless of their monthly volume. The tools like GlockApps help determine how well your emails perform, which inbox providers you have deliverability issues with, what elements in the email copy can trigger spam filters, and if your emails are compliant with the email authentication requirements.

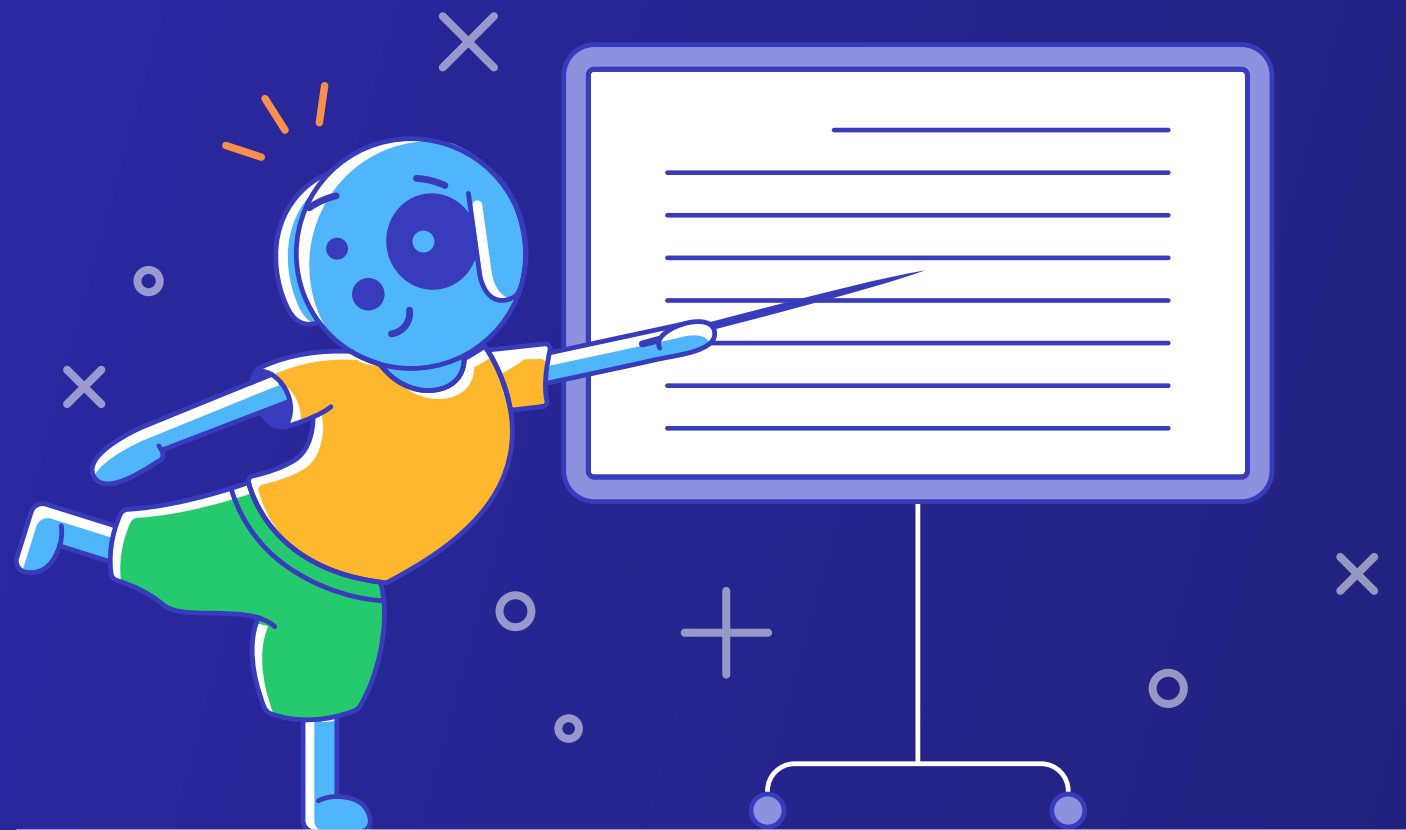


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About Us



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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