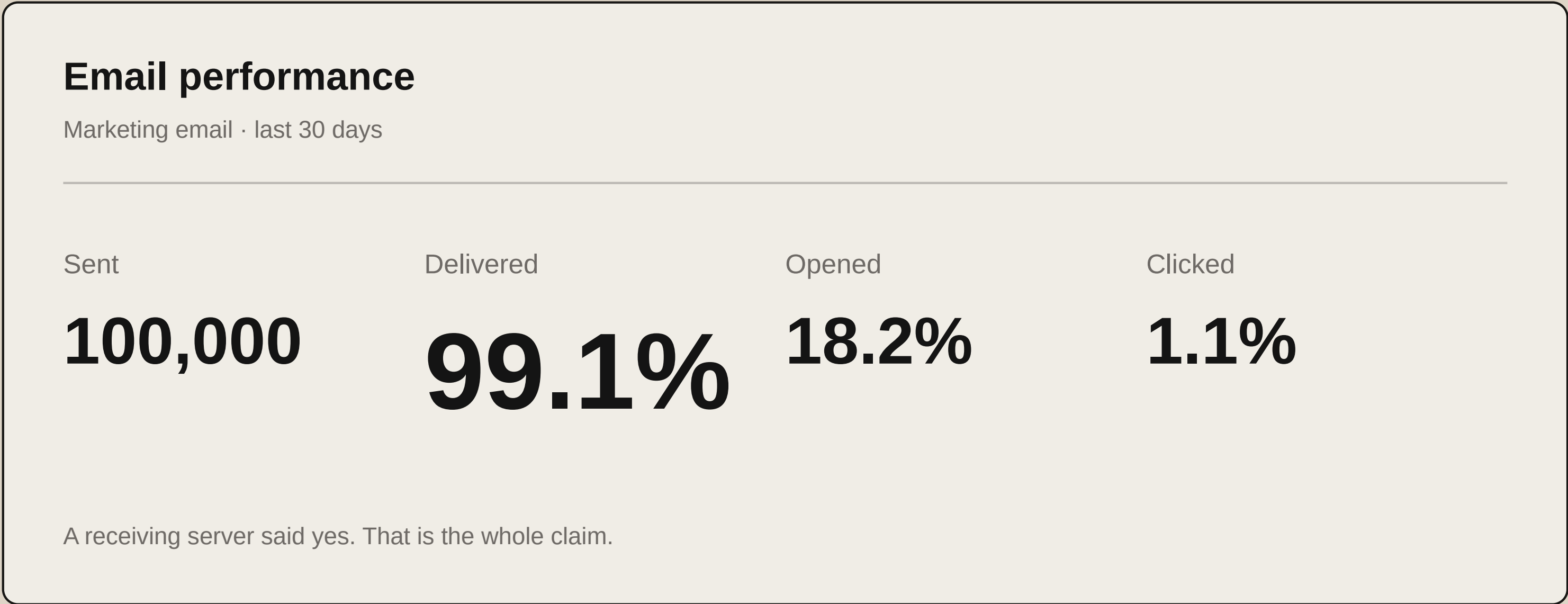


WEBINAR

Diagnosing email deliverability

Your email platform says 'delivered'. That only means a server somewhere accepted it.

"Delivered" means a server said yes. That's all.



Inbox, promotions tab, spam folder, security quarantine: the report cannot tell the difference.

What 10.4 million sends look like from the outside

10.4m

Marketing emails sent across five B2B HubSpot portals in the last twelve months. 10.3m delivered.

↓ 20–27%

Click rate, quarter on quarter, in four of the six portals where we measured the trend.

0.34%

Hard bounce rate across the programme. Comfortably inside anyone's benchmark.

0.004%

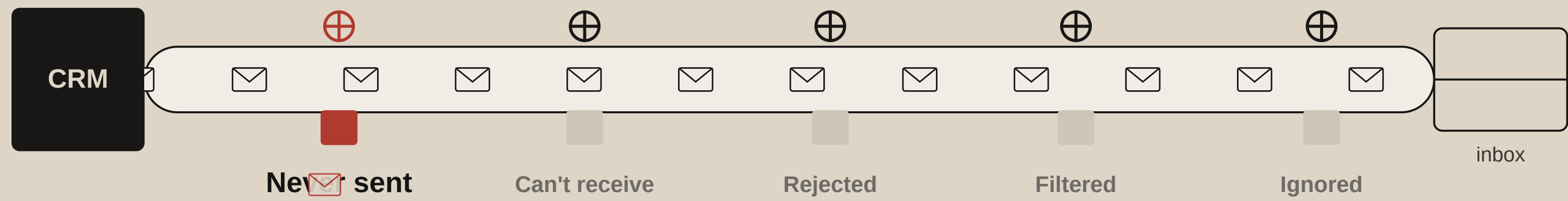
Spam complaint rate. 446 complaints in 10.3 million deliveries. Nobody is complaining.

Morse is Articulate's audit tool for HubSpot portals, websites and email programmes. All figures anonymised.

What this means: Nothing in the headline numbers says deliverability. That is the problem. The leaks are somewhere the dashboard does not look.

Sources Articulate Morse email and HubSpot audits, 2026 (five email audits, 10.4m sends; seven infrastructure audits; anonymised)

LEAK 1 OF 5 · NEVER SENT

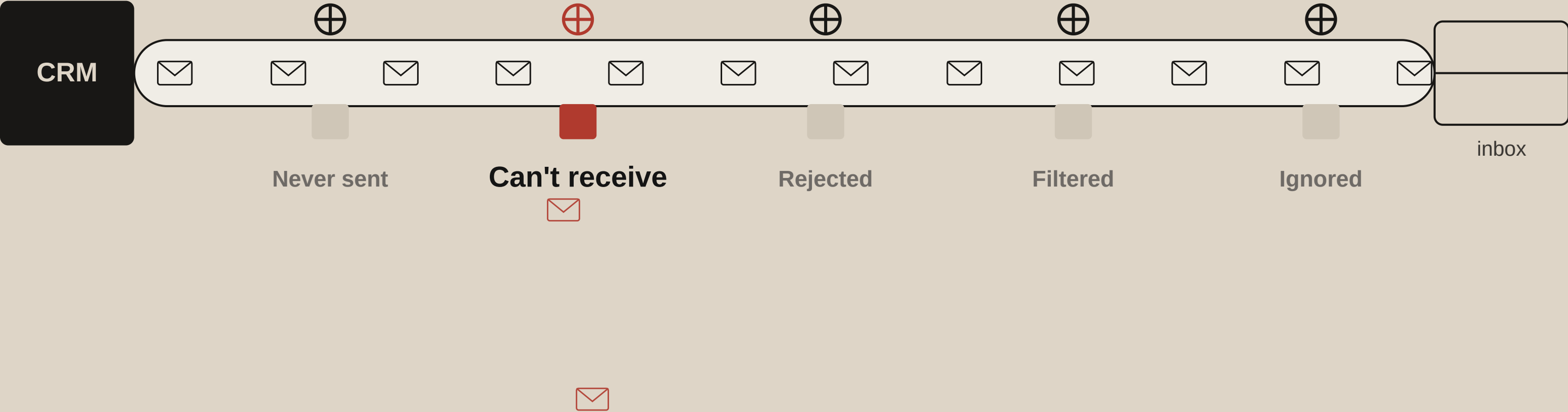


24%

of marketable contacts had never received a marketing email. In one portal, 31%.

Articulate Morse audits, 2026. Five B2B HubSpot portals, 10.4 million sends, anonymised.

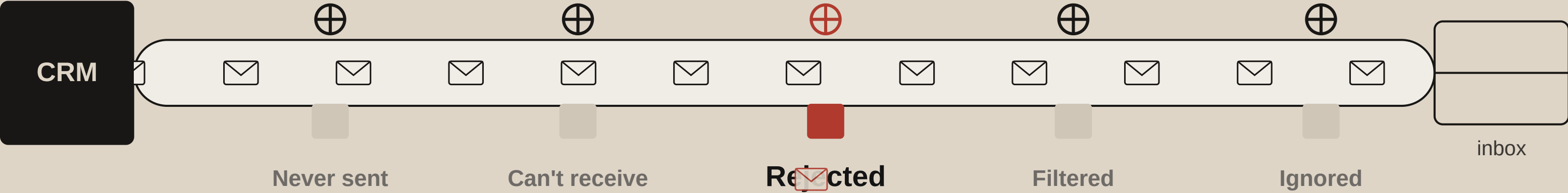
LEAK 2 OF 5 · CAN'T RECEIVE



3% to 20% of all contacts in a typical portal have already hard-bounced, and are still sitting in the database.

Articulate Morse audits, 2026. Five B2B HubSpot portals, 10.4 million sends, anonymised.

LEAK 3 OF 5 · REJECTED

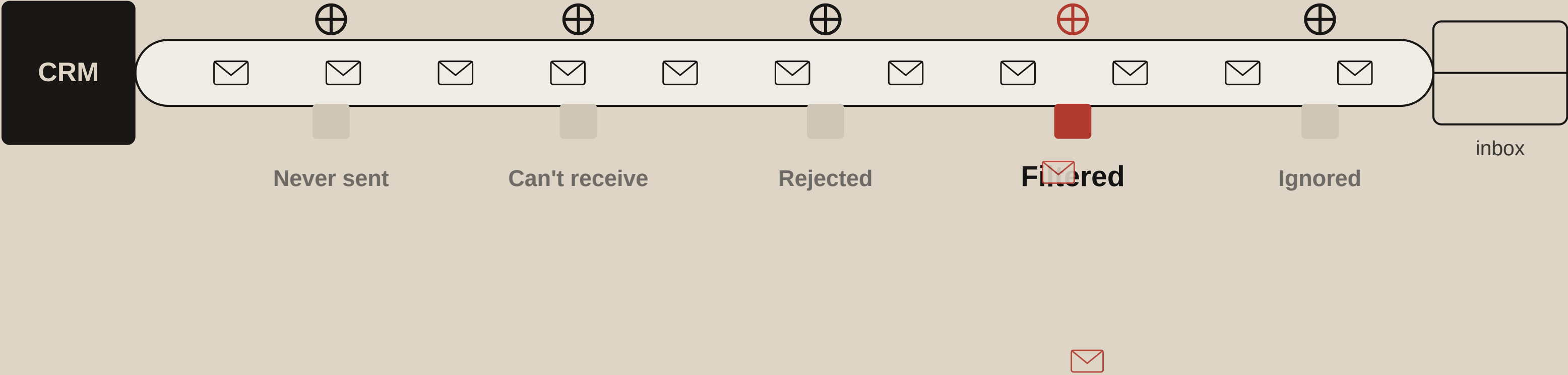


0.3% vs 26%

Programme hard-bounce rate against the worst single email. The damage hides in the outliers.

Articulate Morse audits, 2026. Five B2B HubSpot portals, 10.4 million sends, anonymised.

LEAK 4 OF 5 · FILTERED

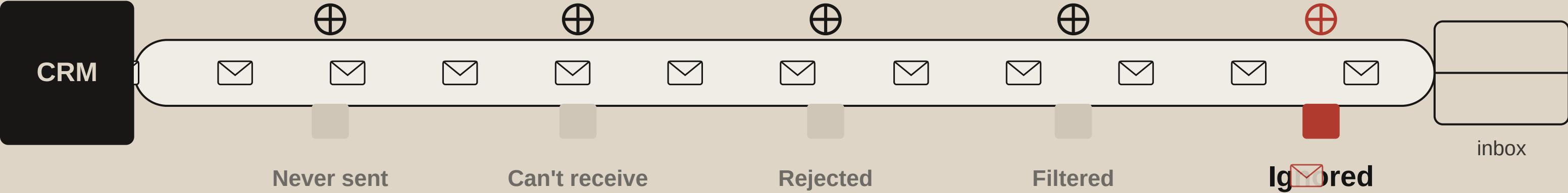


87.2%

Average global inbox placement in 2025. One in eight "delivered" emails never reached an inbox.

Validity, 2026 Email Deliverability Benchmark Report, 2026

LEAK 5 OF 5 · IGNORED



Two-thirds of marketable contacts had 10+ emails since they last engaged. And were still being mailed.

Articulate Morse audits, 2026. Five B2B HubSpot portals, 10.4 million sends, anonymised.



SPF

DKIM

DMARC

One-click unsubscribe

Complaints under 0.3%

**Send 5,000
emails a day,
and the rules
apply to you**

The passport



SPF

the guest list



A public list of who's allowed to send email as you.

DKIM

the wax seal



A tamper-proof signature on every email you send.

DMARC

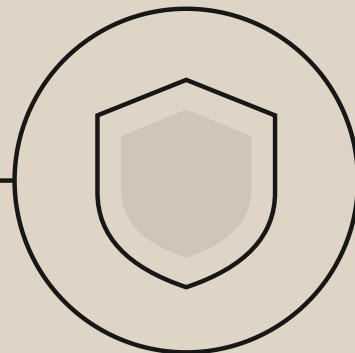
the standing orders



Standing orders if SPF or DKIM fail, plus a report back to you.

BIMI

the lapel badge



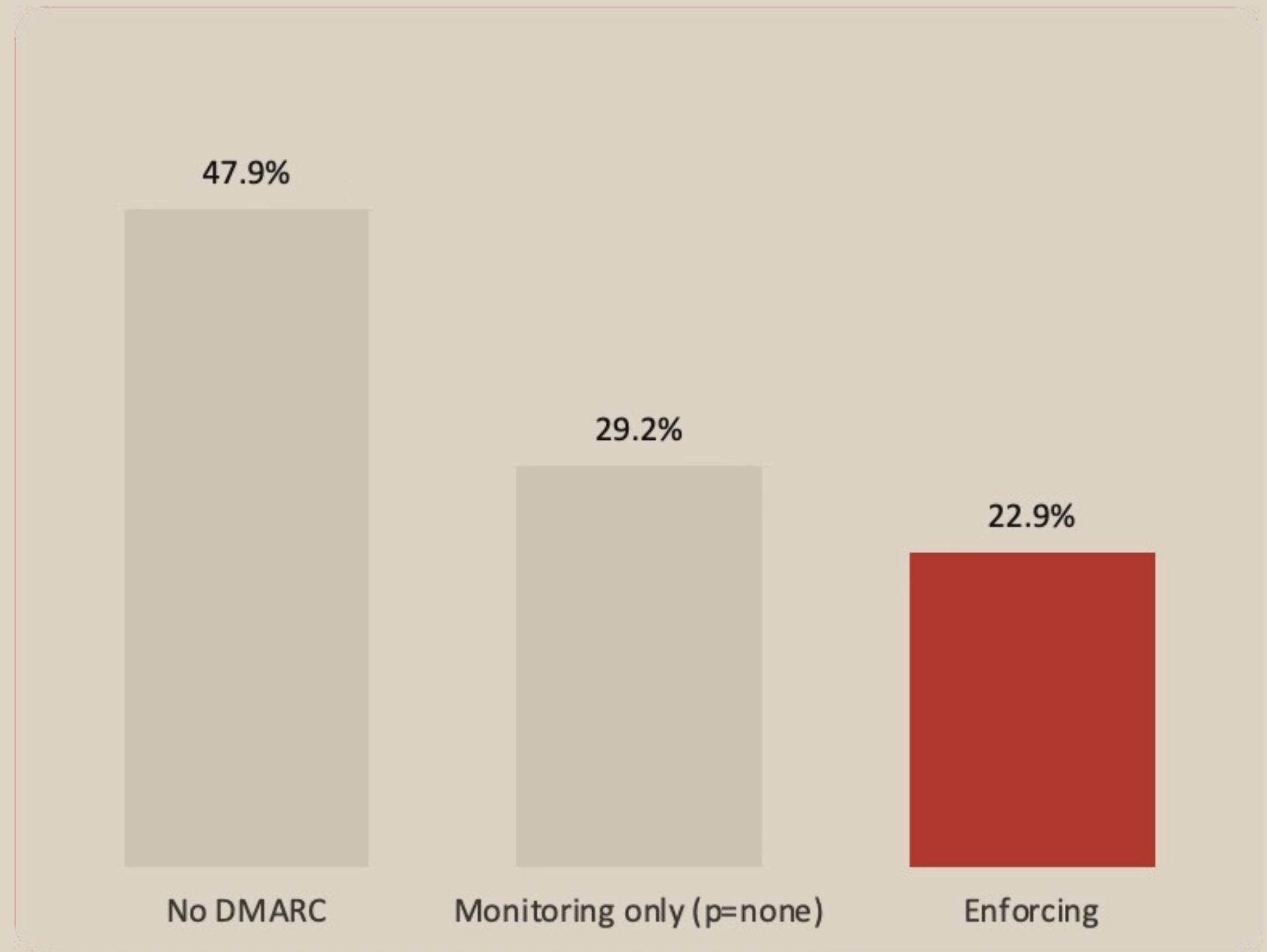
Your logo in the inbox, as a reward for doing the other three properly.



inbox

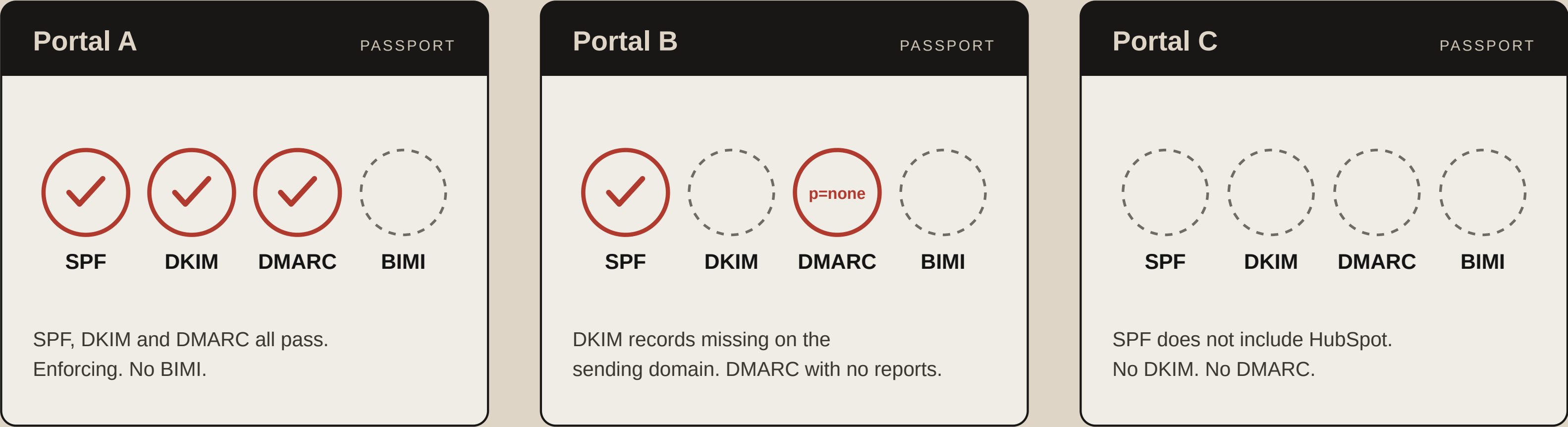
Four checks at the border. Three are required. The fourth is a badge.

Half the busiest domains on the internet have no DMARC at all



EasyDMARC, 2026 DMARC Adoption and Enforcement Report, 2026

What we found in the wild



Articulate Morse infrastructure audits, 2026. Seven B2B HubSpot portals, anonymised.

Do I need BIMi?
Do I need a
dedicated IP?

**Probably
not.**

The six things on my desk

HubSpot email health

EasyDMARC

Google Postmaster Tools

MXToolbox

Morse

Claude

Check, watch, test

01

Check your DNS

Quarterly. SPF lookup count, DKIM on every sending domain, DMARC with a report address. MXToolbox and HubSpot domain settings.

02

Watch your reputation

Weekly. Google Postmaster Tools, DMARC aggregate reports, HubSpot email health. See the slope, not the cliff.

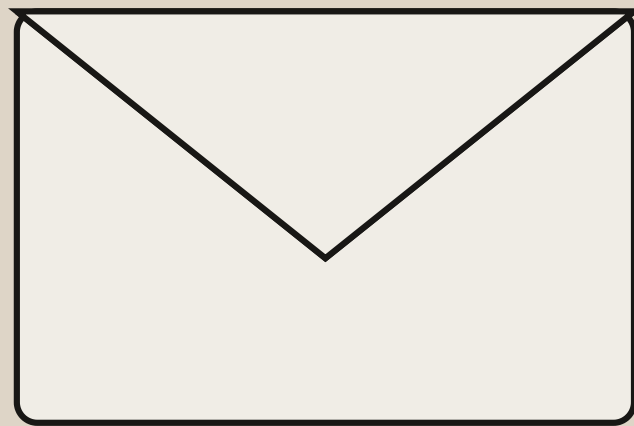
03

Test the list

Every time a list arrives from outside your forms. Validate the addresses. Send to a small engaged slice first.

The result: nothing breaks by itself, and nothing stays broken for a quarter without anyone noticing.

Why 'open rates' lie



one open

=

or

or

Between 15% and 71% of opens in our portals came from privacy proxies with no identifiable device.

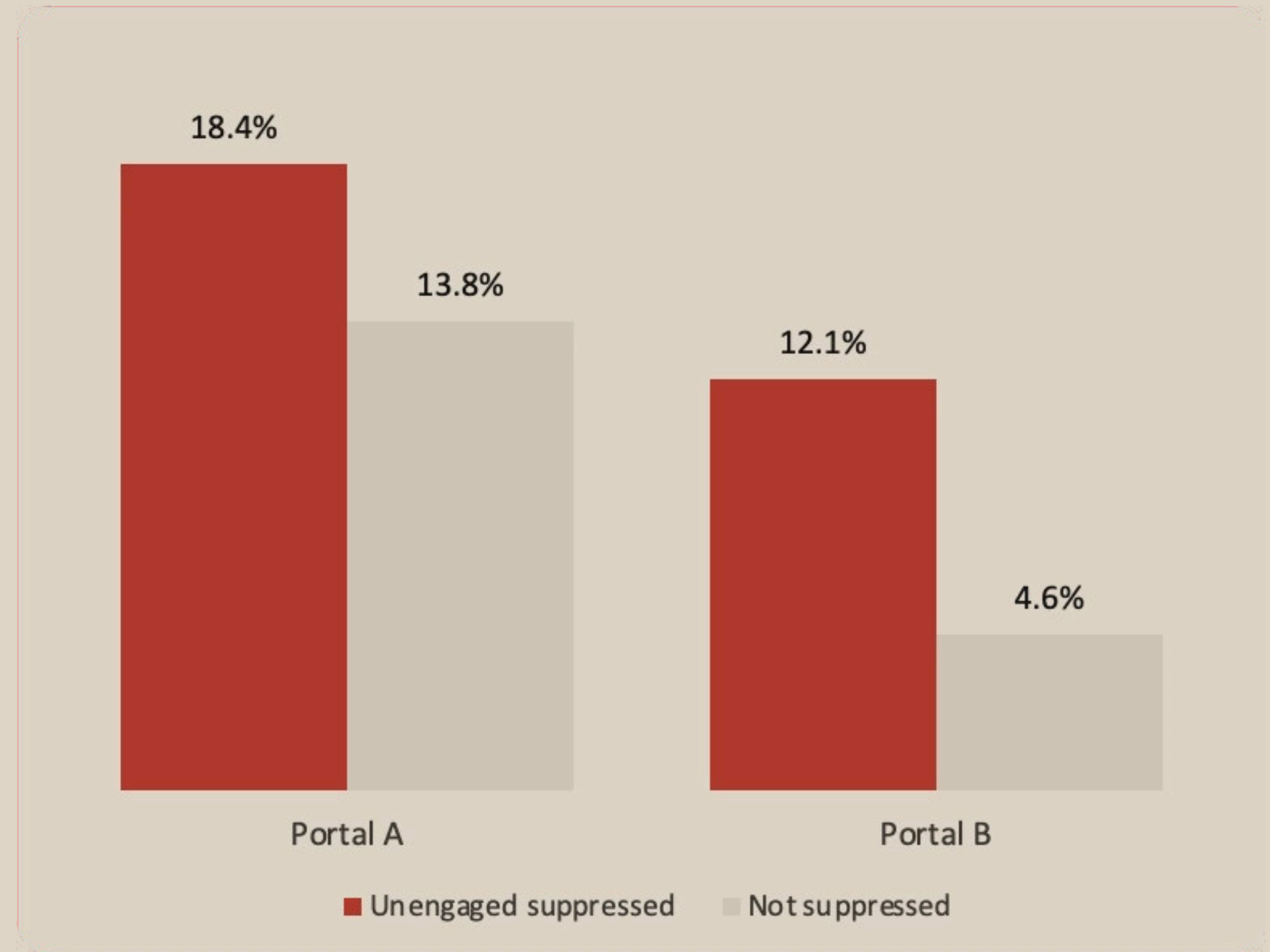
Articulate Morse audits, 2026. Five B2B HubSpot portals, 10.4 million sends, anonymised.

Five leaks, five jobs. Pick the one that scared you.

01	Never sent	Find, mail or release. List marketable contacts with no send in 90 days. Mail them, re-permission them, or set them to non-marketing.
02	Can't receive	Filter, dedupe, validate. Hard-bounced and quarantined contacts out of your counts. Duplicates merged monthly. Every import validated first.
03	Rejected	Find the outliers. Sort sends by hard-bounce and unsubscribe rate. Anything over 2% or 1% is one list, and you can stop using it.
04	Filtered	SPF, DKIM, DMARC, reports. Every sending domain, subdomains included. DMARC with a report address, then walk it to enforcement.
05	Ignored	Suppress, sunset, cap. Tick 'don't send to unengaged'. Automate a sunset policy. Cap how often one list hears from you.

Sources Articulate Morse email and HubSpot audits, 2026 (five email audits, 10.4m sends; seven infrastructure audits; anonymised) · Google, Email sender guidelines; Yahoo Sender Hub; Microsoft, Outlook high-volume sender requirements, 2024–2025

One checkbox.
Open rates a
third to twice
as high.



Articulate Morse audits, 2026. Five B2B HubSpot portals, 10.4 million sends, anonymised.

Delivery isn't a setting. It's an attitude.



Book a free Morse email audit

👉 matthew@articulatemarketing.com

Your five leaks, with your own numbers. No charge, no pitch, you keep the report.

Thank you!