

cmercury Launches Engagement-Based Priority Sending to Boost Global Email Deliverability and ROI

Ernakulam, Kerala Jul 17, 2025 ([IssueWire.com](https://www.issuewire.com)) - In today's hyper-competitive digital landscape, email remains the most powerful direct communication channel. Yet, a persistent and costly problem plagues businesses globally: nearly 20% of commercial emails never even reach the intended inbox. This means countless hours of marketing effort, creative energy, and valuable budget simply vanish into the digital ether. cmercury, a global leader in email marketing innovation, today announces a breakthrough: Engagement-Based Priority Sending, a proprietary solution designed to boost inbox placement by prioritizing highly engaged subscribers.

This isn't just another feature; it's a fundamental shift in how emails are delivered, strategically designed to put a brand's most valuable connections first.

"Email deliverability is a global headache for marketers. Legacy platforms often treat all subscribers equally or pass the burden of audience optimisation to the email sender, which is inefficient and undermines campaign effectiveness," says Jacob M. George, Co-Founder & CEO of cmercury. "Our new Engagement-Based Priority Sending feature is built on a simple yet powerful premise: your most engaged subscribers deserve to receive your emails first. This not only dramatically improves deliverability but also strengthens sender reputation and ultimately drives superior ROI for businesses everywhere."

Beyond the Batch & Blast: How cmercury Delivers Smarter, Globally

At the heart of cmercury's Priority Sending is a sophisticated **Subscriber Engagement Scoring** system. This intelligent algorithm dynamically analyzes crucial interactions, ranking subscribers based on a holistic view of their recent behavior, including:

- **Email Opens:** Who's consistently engaging with your messages?
- **Link Clicks:** Who's actively clicking through to your offers and content?
- **Cart Activity & Past Transactions:** Who's shown genuine purchasing intent or made a recent buy?
- **Recency of Joining:** Newer subscribers, who often exhibit higher initial engagement, also receive appropriate priority.

Based on these dynamic scores, cmercury intelligently prioritizes your email delivery:

- **Engaged Users First:** Your most active, high-value subscribers receive your emails at the optimal moment, maximizing their chances of seeing and interacting with your message.
- **Moderately Engaged Users Next:** Contacts showing consistent but less frequent interaction follow, still reaching them when they're most receptive.
- **Less Engaged Users Last:** Even those who haven't interacted recently get a chance, but without risking your overall deliverability or crowding the inboxes of your core audience.

Why This Matters to Every Marketer (And Their Bottom Line)

The benefits of moving from mass email sending to **smart, strategic delivery** are immediate and significant for businesses across all sectors, worldwide:

- **Higher Email Deliverability:** More of your emails actually land in the inbox, not the spam folder. This directly translates to higher open rates, more clicks, and increased revenue.
- **Enhanced Sender Reputation:** By consistently sending to engaged users first, Internet Service Providers (ISPs) like Gmail, Outlook, and others recognize you as a trusted sender. This positive signal, combined with cmercury's dedicated IP infrastructure, keeps your emails reliably in the inbox, building long-term trust.
- **Real Results, Real Impact:** Clients leveraging Priority Sending have already witnessed a remarkable increase of up to 20% in their open rates! This isn't just about vanity metrics; it's about converting more subscribers into loyal customers and boosting campaign performance.

"In today's competitive landscape, simply reaching the inbox is half the battle," adds Jacob M. George. "cmercury's Engagement-Based Priority Sending ensures you not only get there but also connect with the really worth people at the right time, fostering genuine engagement and driving tangible business growth across the globe. It's about sending emails smarter, not just sending more."

About cmercury:

cmercury is a pioneering email marketing platform that empowers businesses worldwide with intelligent, deliverability-focused, and cost-effective solutions. Built on a foundation of advanced AI, deep analytics, and a unique pay-per-email-sent pricing model, cmercury helps marketers maximize their email ROI, build stronger customer relationships, and achieve unparalleled inbox success in an increasingly complex digital environment.

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