Business Author Antonio Guerrero Announces Email Deliverability Book Addressing Hidden Revenue Loss

December 03, 2025

December 03, 2025 -
Business coach and email marketing consultant Antonio Guerrero has announced the upcoming publication of "Mastering Email Deliverability," a comprehensive guide addressing the revenue gap between email delivery statistics and actual inbox placement. Davenport Learning Press will publish the book in early 2026.

The book examines the technical and strategic factors that determine whether business emails reach customer inboxes or disappear into promotional folders and spam filters. Guerrero presents research showing that while email service providers report delivery rates averaging 97 percent, actual inbox placement rates dropped to 83.1 percent globally in 2024, with some industries experiencing significantly lower performance.

"Most businesses celebrate delivery metrics while losing substantial revenue to a problem they cannot see," said Antonio Guerrero, author of "Mastering Email Deliverability." "The gap between what email platforms report as delivered and what customers actually receive in their primary inbox represents millions in lost revenue for businesses that rely on email marketing."

The publication addresses technical changes implemented by major email providers in February 2024 that significantly affected inbox placement rates. Gmail and Yahoo introduced mandatory authentication requirements and stricter filtering algorithms during this period. Microsoft simultaneously increased artificial intelligence filtering protocols. Industry data shows inbox placement rates for Outlook users dropped from 49 percent to 27 percent following these changes.

Guerrero introduces the I.N.B.O.X. framework as a systematic approach to email deliverability. The framework addresses five components: Identity authentication protocols, Network architecture design, Behavior optimization, Orchestration execution, and eXcellence through continuous improvement. The book provides implementation guidance for each component without requiring advanced technical expertise.

The author draws on consulting experience with businesses ranging from solo entrepreneurs to Fortune 500

companies. The book includes case studies examining both successful email programs and costly deliverability failures. One featured case study documents a business that discovered 18 months of underperformance at 53 percent inbox placement when industry average was 85.5 percent, representing approximately five million dollars in annual lost revenue.

Research cited in the book indicates that each one percent improvement in inbox placement generates approximately $14,000 per million emails sent, based on average conversion rates and customer lifetime values. The publication argues that deliverability improvement functions as a profit multiplier rather than a cost center for businesses that implement systematic optimization.

The 15-chapter book progresses from foundational concepts through advanced security considerations. Early chapters establish the distinction between delivery and deliverability, explain authentication requirements, and provide domain architecture guidance. Later chapters address reputation management, engagement optimization, campaign execution, and future security threats including quantum computing vulnerabilities.

Guerrero brings over 25 years of experience in information technology training and business consulting to the publication. He has served as an official CompTIA trainer and Microsoft Certified Trainer, working with military branches, federal agencies, and corporate clients. His background spans both technical infrastructure and business strategy, providing the foundation for the book's approach to deliverability.

The book targets business owners, marketing professionals, and entrepreneurs who rely on email communication for customer acquisition and retention. The content addresses both technical requirements and business strategy without requiring programming expertise or systems engineering knowledge.

"Email marketing delivers the highest return on investment of any marketing channel when messages actually reach recipients," Guerrero said. "The systematic approach presented in this book helps businesses recapture revenue that current metrics suggest is performing adequately but is actually disappearing due to deliverability problems."

Davenport Learning Press specializes in business education and professional development publications. The publisher focuses on practical guides that translate technical concepts into actionable business strategies.

The book will be available through major retailers and direct from the publisher. Preview chapters, additional resources, and publication updates are available at masteringemaildeliverability.com.

For more information, visit www.masteringemaildeliverability.com.

###

For more information about Antonio J. Guerrero, contact the company here:Antonio J. GuerreroAntonio Guerrero760-717-2009AntonioJGuerrero@Gmail.com

Antonio J. Guerrero

Website: http://masteringemaildeliverability.com

Email: AntonioJGuerrero@Gmail.com

Phone: 760-717-2009