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Domain Blocklist Response Checklist

A practical checklist for marketing ops teams managing enterprise email marketing operations at scale.

This Maropost resource supports **enterprise email marketing** teams running enterprise email marketing operations. Use it to assign owners, run QA gates, and document outcomes across campaigns, journeys, and deliverability — built for high-volume senders and multi-brand email programs.

Enterprise email marketing resource · maropost.com

What this resource is for

A fill-in workbook for pre-send QA, segment validation, and ops review gates.

Complete the worksheets below with your team. For full strategy, context, and benchmarks, read the companion article on maropost.com.

When to use this resource

Trigger	Use this workbook when...
Pre-send	Final checks before a major campaign
Quarterly audit	Segmentation or list hygiene review
Incident follow-up	Documenting fixes after a send issue
New team member	Onboarding to ops standards

Worksheet 1: Confirm the listing, which blocklists and why (List / family)

List / family	Typical listing type	Impact severity	Owner	Status	Notes
Spamhaus (SBL, XBL, CSS)	IP / domain	High, widely used			
Barracuda	IP	Medium-high			
SORBS	IP	Medium			
SpamCop	IP	Medium (often time-limited)			
URIBL / domain URI lists	Domain / URL in content	High for content triggers			

Worksheet 2: Confirm the listing, which blocklists and why (Scenario)

Scenario	What you see	Action	Owner	Status	Notes
Listed on low-impact DNSBL	Few bounces cite the list	Monitor; fix hygiene; may auto-clear			
Listed on Spamhaus/Barracuda	Broad hard bounces, volume collapse	Full containment playbook			
IP listed, domain clean	SNDS red, Postmaster OK	IP-focused delist + ESP escalation			
Domain URI list	Content/link triggered	Remove URLs; scan site for compromise			

Worksheet 3: Identify the cause before requesting delisting

Cause	Evidence to collect	Fix before delist?	Owner	Status	Notes
Compromise	Auth logs, anomalous sends	Yes, rotate keys, patch			
Spam traps	List source, import date	Yes, suppress source			
Auth failure	DNS lookup failures	Yes, fix DNS			
Complaint spike	Campaign ID, complaint rate	Yes, pause + hygiene			
Shared IP neighbor	SNDS only, your metrics clean	Contain + ESP escalation			

Worksheet 4: Identify the cause before requesting delisting (Which campaigns sent i

#	Action	Owner	Target date	Status	Notes
1	Which campaigns sent in the 72 hours before listing?				
2	Any new list imports or partner feeds in that window?				
3	Did DNS or ESP routing change (new IP, new subdomain)?				
4	Are bounce messages citing one RBL or multiple?				
5	Could a compromised integration account have injected sends?				

Stakeholder alignment

Stakeholder	Focus	Named contact
Marketing ops	Execution, QA, reporting	
IT / Security	Integrations, auth, data	
Program owner	Sign-off, executive updates	

Program sign-off

Role	Name	Date
Marketing Ops Lead		
Technical owner		
Program Owner		

Complete criteria

Criterion	Met? (Y/N)
Worksheets completed with owners	
Stakeholder sign-off recorded	
Archived in ops wiki	

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About Maropost

Maropost is a **global** customer engagement platform trusted by enterprise brands worldwide, with teams across the **United States, Canada, Australia**, and beyond. This resource focuses on **enterprise email marketing**: campaigns, lifecycle automation, deliverability, and revenue attribution, powered by Maropost **Marketing Cloud**, which serves high-volume senders worldwide. Explore the full platform at maropost.com.

Maropost platform (global product suite):

Marketing Cloud: email, SMS, journeys, segmentation, and analytics for enterprise teams worldwide

Commerce Cloud: ecommerce storefronts, inventory, and order management at scale

Retail Cloud: unified retail operations, POS, and omnichannel commerce

Merchandising Cloud: product data, catalog, and merchandising workflows at scale

Service Cloud: customer service, sales, and marketing connected in one experience

Da Vinci: AI-driven insights and personalization across the Maropost platform

Maropost strengthened its global commerce footprint through the acquisitions of **Neto** and **Retail Express**, adding proven ecommerce and retail capabilities for enterprise brands worldwide, alongside email and marketing programs.

Neto: acquired ecommerce platform for online storefronts, inventory, and order management; now part of Maropost Commerce Cloud

Retail Express: acquired retail operations and POS platform for omnichannel commerce; now part of Maropost Retail Cloud

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