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Enterprise Automation Health Audit Template

A practical checklist for marketing ops teams managing email lifecycle automation at scale.

This Maropost resource supports **enterprise email marketing** teams running email lifecycle automation. 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 integration design, field mapping, testing, and go-live checklists.

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... |
|---------------|--|
| New connector | Connecting CRM, ecommerce, or data warehouse |
| Sync failure | Contacts or events not flowing correctly |
| Go-live | Final validation before production traffic |
| API change | New middleware or field map in scope |

Worksheet 1: What "breaking at scale" actually looks like (Symptom)

| Symptom | What ops hears | What it often means | Owner | Status | Notes |
|-----------------|----------------------------------|---|-------|--------|-------|
| Missed triggers | "Why didn't they get the email?" | Event ingestion or trigger architecture limit | | | |

| Symptom | What ops hears | What it often means | Owner | Status | Notes |
|--------------------|------------------------------------|--|-------|--------|-------|
| Duplicate sends | "We apologized twice" | Overlapping journeys, no global frequency cap | | | |
| Sync delay | "They unsubbed but still got mail" | Integration fragility + weak suppression model | | | |
| Orphaned journey | "Who built this?" | Technical debt + no governance | | | |
| Peak-only failures | "It broke on Black Friday" | Volume ceiling on shared infrastructure | | | |

Worksheet 2: The four root causes in enterprise environments (Webhook failures with

| # | Action | Owner | Target date | Status | Notes |
|---|--|-------|-------------|--------|-------|
| 1 | Webhook failures with no dead-letter replay | | | | |
| 2 | API rate limits during peak events | | | | |
| 3 | Schema changes in upstream systems breaking field maps | | | | |
| 4 | Bi-directional sync conflicts on unsubscribe and consent | | | | |

Worksheet 3: Technical debt in automation, when patchwork becomes pe (More than thr

| # | Action | Owner | Target date | Status | Notes |
|---|--|-------|-------------|--------|-------|
| 1 | More than three middleware tools between CRM and ESP for core lifecycle events | | | | |
| 2 | "Do not touch" journeys with no owner documented in two years | | | | |
| 3 | Rebuild of the same revenue journey failed twice on the same platform constraint | | | | |
| 4 | QA for new automations skipped because "we'll monitor in production" | | | | |

Worksheet 4: Diagnose vs. replace, decision framework (Failures trace to a known in

| # | Action | Owner | Target date | Status | Notes |
|---|---|-------|-------------|--------|-------|
| 1 | Failures trace to a known integration outage or deploy error with a clear fix | | | | |
| 2 | Vendor confirms a roadmap item that closes your specific architecture gap within one planning cycle | | | | |
| 3 | Journey count and contact volume are within documented platform limits with peer references at your scale | | | | |
| 4 | One-time consolidation (merge duplicate journeys, enforce frequency caps) resolves overlap 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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