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Enterprise Deliverability Metrics Dashboard Template

A practical checklist for marketing ops teams managing email deliverability and inbox placement at scale.

This Maropost resource supports **enterprise email marketing** teams running email deliverability and inbox placement. 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 triage, metrics capture, and recovery tracking during a deliverability incident.

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...
Metric shift	Bounce, complaint, or placement metrics moved materially
Recent change	Import, domain, IP, or major campaign preceded the issue
Executive ask	Leadership needs owners, dates, and a documented plan
Ramp event	Rebuilding volume after pause or blocklist

Worksheet 1: Hard bounce vs. soft bounce, definitions and enterprise (Invalid addre

#	Action	Owner	Target date	Status	Notes
1	Invalid address, domain does not exist, user unknown				
2	SMTP typically 5xx with permanent classification				
3	Reputation impact: high, ISPs treat repeated hard bounces as poor list hygiene				
4	Suppression rule: suppress immediately; never retry on same address				

Worksheet 2: Hard bounce vs. soft bounce, definitions and enterprise (Mailbox full,

#	Action	Owner	Target date	Status	Notes
1	Mailbox full, message too large, greylisting, temporary server unavailable				
2	SMTP typically 4xx				
3	Reputation impact: moderate if chronic, repeated soft failures suggest dead mailboxes				
4	Suppression rule: retry per ESP policy (often 3–7 days); convert to hard suppression after threshold				

Worksheet 3: Hard bounce vs. soft bounce, definitions and enterprise (Hard bounce r

Status	Hard bounce rate	Action	Owner	Notes
Healthy	<0.5%	Monitor; maintain hygiene		
Warning	0.5%–1.0%	Segment analysis; pause risky sources		
Critical	>1.0%	Stop affected campaigns; list audit		
Crisis	>2.0%	Halt new sends; deliverability incident		

Worksheet 4: Hard bounce vs. soft bounce, definitions and enterprise (Soft bounce r

Status	Soft bounce rate	Action	Owner	Notes
Healthy	<1.0%	Standard retry policy		
Warning	1.0%–2.0%	Review mailbox-full cohorts; ISP-specific check		
Critical	>2.0%	Investigate infra, content size, or list quality		
Chronic	Same addresses soft 3+ times	Convert to suppression		

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	

Ready to scale email marketing with Maropost?

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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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