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Enterprise Deliverability Recovery Checklist

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 marketing ops and deliverability teams managing an inbox placement or reputation incident. Use the tables below in meetings, war rooms, and ops wikis. This is not a full recovery guide.

When to use this resource

Trigger	Use this workbook when...
Metric shift	Bounce, complaint, or placement metrics moved week-over-week
Recent change	Import, domain change, IP move, or major send preceded the decline
Executive ask	Leadership needs owners, dates, and a documented plan
Ramp event	Rebuilding volume after pause, blocklist, or warm-up
Multi-brand	Brands share infrastructure and need coordinated triage

Worksheet 1: Baseline metrics

Capture **30-day baseline** before changing strategy.

Metric	Baseline	Current	Date	Owner
Delivery rate (%)				
Hard-bounce rate (%)				
Complaint rate (%)				
Deferral rate (%)				
Top ISP affected				

Worksheet 2: 72-hour triage plan

#	Action	Owner	Target date	Status	Notes
1	Pause or throttle high-risk sends				
2	Audit last 14 days of changes				
3	Verify SPF, DKIM, DMARC on all domains				
4	Identify top campaigns by complaint rate				
5	Notify leadership; document paused programs				

Worksheet 3: Domain inventory

Brand	Subdomain	Purpose	SPF	DKIM	DMARC	IT owner

Worksheet 4: Volume ramp tracker

Week	Daily cap	Complaint rate	Hard-bounce rate	Proceed? (Y/N)	Owner
1					
2					
3					

Stakeholder alignment

Stakeholder	Focus	Named contact
Marketing ops	Execution, suppression, reporting	
IT / Security	DNS, authentication	
Program owner	Sign-off, executive updates	

Program sign-off

Role	Name	Date
Marketing Ops Lead		
Deliverability / IT		
Program Owner		

Complete criteria

Criterion	Met? (Y/N)
Baseline metrics captured	
Triage actions completed	
Ramp plan agreed	
Workbook 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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