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Enterprise Deliverability Requirements RFP 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: Why deliverability requirements differ at enterprise sc

Requirement	Enterprise standard	Why it matters	Owner	Status	Notes
Dedicated IP availability	Required for high-volume promo	Reputation isolation			
IP warm-up program	Documented ramp schedules	Avoid volume shock blocks			
Custom Return-Path / bounce domain	Supported	SPF alignment, brand control			
Custom tracking domain	Supported with IT	Link reputation isolation			
Throughput / burst limits	Configurable or documented SLA	Peak season capacity			

Worksheet 2: Why deliverability requirements differ at enterprise sc (2)

Requirement	Enterprise standard	Owner	Status	Notes
ISP-segmented deliverability reports	Required			
Bounce rate by hard/soft and by source tag	Required			
Complaint rate visibility	Required			
Campaign-level delivery diagnostics	Required			
Export to BI / API	Required for analytics teams			

Worksheet 3: Why deliverability requirements differ at enterprise sc (3)

Requirement	Enterprise standard	Owner	Status	Notes
Hard bounce → automatic global DNM	Required (Deliverability FAQs)			
Soft bounce retry then suppress	Configurable policy			
Complaint loop / FBL processing	Automated suppress			
Unsubscribe → immediate promo suppress	Required			
Source tags on all imports	Required for benchmark accountability			

Worksheet 4: Why deliverability requirements differ at enterprise sc (4)

Requirement	Enterprise ask	Owner	Status	Notes
Named deliverability contact	Yes			
Blocklist / reputation incident escalation	<4 business hours first response			
Migration and warm-up playbooks	Documented			
DNS/auth implementation assistance	Available			
Post-incident root cause summary	For major placement events			

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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